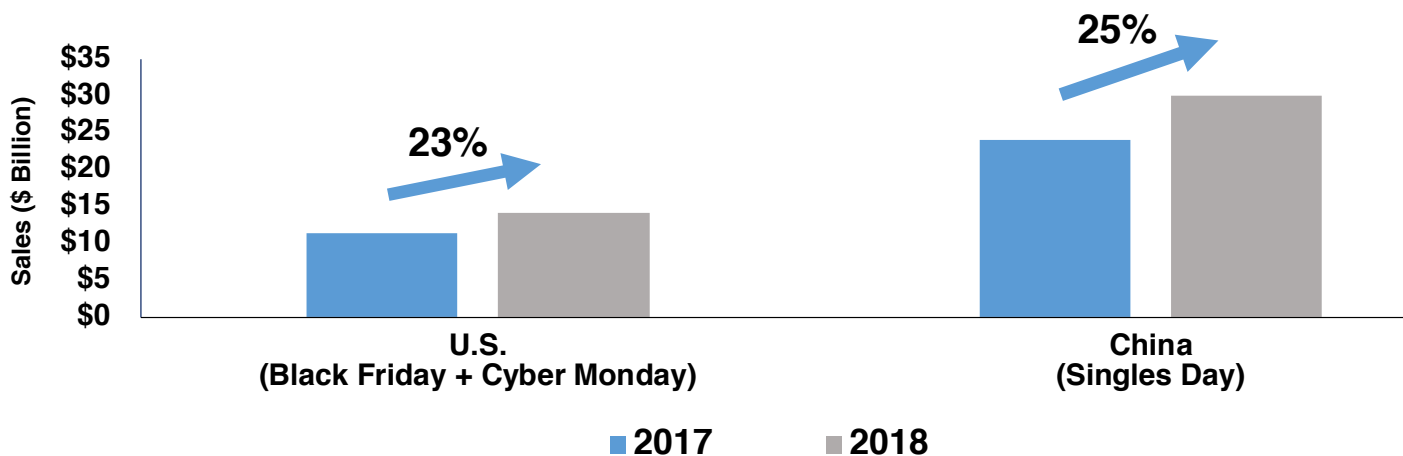


Are Consumers Shopping Online? Yes!

- **U.S. Shopping Events:** The total online sales during Black Friday and Cyber Monday totaled ~\$14 billion in 2018, representing a growth rate of ~23% over the prior year.
- **China Shopping Event:** Singles Day, the November 11 holiday, known for its "anti-Valentine's" celebration for single people in China, turned into a 24-hour online shopping event by the e-commerce giant Alibaba. It generated over \$30 billion in 2018, representing a growth rate of ~25% from 2017.
- **E-commerce Still Growing:** Online retail giants such as Alibaba and Amazon may continue to benefit from this trend.

Online Retail Shopping Events



Sources:

- Thomas, L. (2018, November 28) Black Friday pulled in a record \$6.22 billion in online sales: Adobe Analytics. Retrieved from [CNBC](#)
- Pham, S. (2018, November 11). Alibaba Singles Day sales top \$30 billion. Retrieved from [CNN](#)
- Lunden, I. (2018, November 29). Cyber Monday hits \$7.9B in online sales, \$2.2B spent via smartphones. Retrieved from [TechCrunch](#)

For informational purposes only. The data presented does not represent the O'Shares ETFs. Past performance does not guarantee future results.



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The Next 3 Internet Giants?

- Strong Revenue Growth:** Trailing 12 month revenue has grown at over 30% vs. ~13% on average for the S&P 500.
- Among the leaders in their respective markets:**
 - Etsy:** Also known as, "The Handicrafter's Amazon.com."
 - CarGurus:** The largest automotive shopping website as measured by unique monthly visitors.
 - Twitter:** Ranked #8 in the world's 50 most innovative companies among the likes of Amazon, Google, Uber, Facebook and Netflix.

	Etsy	CarGurus	Twitter
Description:	Online marketplace for handmade and vintage items such as jewelry, art, clothing, bags, purses, etc.	Online platform for auto shopping using proprietary technology, search algorithms and innovative data analytics (including ways to evaluate new and used car listings)	Cloud computing platform allowing developers to integrate voice and text communications into web and mobile applications. Popular customer includes WhatsApp and iMessage.
Market Cap (\$ Billion)	\$5.1	\$4.9	\$7.4
Revenue 2017 (\$ Million)	\$441.2	\$399.0	\$390.0
Avg. Pct. Revenue Growth (%)	32.3%	33.8%	44.2%
Key Metrics:	2 Year Members: 34 Million Buyers Worldwide: 20 Million	Unique Monthly Users: 35.8 Million 1% Growth in Unique Monthly Users: 25%	Registered developer accounts: 2 Million Number of Countries Operates in: 100

Source: Bloomberg; Data as of 10/31/2018. Revenue Growth: Trailing 12M revenue growth as of 10/31/2018. Avg. Pct. Revenue Growth: Average of the Forward 12 and 24 Revenue Growth. Unique Monthly Users: U.S. average monthly unique users as of 10/31/2018. Data released from Statista; Weight in OIGI as of 10/31/2018. Weight equalization of every company in the OIGI Index. See www.oshares.com for more information. The above information is not intended to be a recommendation, offer of securities, or solicitation of an offer to sell securities. The above information does not constitute an offer to sell securities. The above information is not intended to be a recommendation, offer of securities, or solicitation of an offer to sell securities. The above information does not constitute an offer to sell securities. The above information is not intended to be a recommendation, offer of securities, or solicitation of an offer to sell securities.

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[The Next 3 Internet Giants?](#)

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Global E-commerce: Which Regions Are Driving The Growth?

- E-commerce Growth:** Global retail e-commerce sales totaled ~\$2.3 trillion in 2017 and are forecasted to reach ~\$4.8 trillion by 2021, representing a growth rate of ~12%.
- China and Rest of World Driving Growth:** The U.S. accounted for an estimated 19% of the market in 2017, with China and Rest of World at an estimated 48% and 33%, respectively.

O'Shares Global Internet Giants Index
Over 50 Fast-Growing Global Internet & E-commerce Companies

Country / Region	Weight in OIGI Index	Weighted Average Revenue Growth
United States	65%	33%
China	24%	47%
Rest of World	11%	41%

OIGI Top 10 Holdings

OIGI ETF: O'Shares Approach to Investing in Internet & E-commerce

Source: U.S. and China E-commerce Sales: Bloomberg; Weight in OIGI Index as of 10/31/2018. Revenue Growth: Yahoo! OIGI Revenue Growth; OIGI Index: O'Shares Global Internet Giants Index. The estimated future e-commerce sales does not represent the O'Shares E-Commerce Index. It is impossible to predict future sales growth in a sector and actual results may vary. Holdings subject to change.

[Global E-commerce: Which Regions Are Driving The Growth?](#)

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Digital Entertainment: Which Internet Giants Lead?

- Digital Entertainment:** Includes video games, video-on-demand, e-publishing and music.
- Growth Trend:** Global digital entertainment revenue totaled ~\$115 billion in 2017 and is forecasted to reach ~\$153 billion by 2022, representing a growth rate of ~33%.
- Internet Giants Lead:** Tencent, Netflix, Amazon and Spotify are among the leaders in their respective categories. Their combined revenue from digital entertainment was an estimated \$35 billion in 2017, accounting for ~31% of the global market.

O'Shares Global Internet Giants ETF Select Holdings

Name	Category	Revenue 2017 (\$B)	% of Holdings	Weight in OIGI	Weight in OIGI
Amazon	Video Games	\$15	13%	21%	\$32
Netflix	Video-on-Demand	\$17.9	16%	26%	\$36
Amazon	e-Publishing	\$1.1	1%	2%	\$3
Spotify	Digital Music	\$4.0	4%	6%	\$11

OIGI: O'Shares Approach to Investing in the Internet & E-commerce

Source: Bloomberg; Category revenue data as of 2017 year end. Market Cap as of 8/31/2018. Weight in OIGI as of 8/31/2018. For complete holdings, see OIGI's website. The Revenue Growth: 12-Month Revenue Growth. The above information is not intended to be a recommendation, offer of securities, or solicitation of an offer to sell securities. The above information does not constitute an offer to sell securities. The above information is not intended to be a recommendation, offer of securities, or solicitation of an offer to sell securities.

[Digital Entertainment: Which Internet Giants Lead?](#)

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Concentration in a particular industry or sector will subject the Funds to loss due to adverse occurrences that may affect that industry or sector. The Funds may use derivatives which may involve risks different from, or greater than, those associated with more traditional investments. The Funds' emphasis on dividend-paying stocks involves the risk that such stocks may fall out of favor with investors and underperform the market. Also, a company may reduce or eliminate its dividend after the Funds' purchase of such a company's securities. Returns on investments in foreign securities could be more volatile than, or trail the returns on, investments in U.S. securities. Exposures to foreign securities entail special risks, including political, diplomatic, economic, foreign market and trading risks. In addition, the Funds' investments in securities denominated in other currencies could decline due to changes in local currency relative to the value of the U.S. dollar, which may affect the Funds' returns. See the prospectus for specific risks regarding the Funds.

Companies involved with the Internet, technology and e-commerce are exposed to risks associated with rapid advances in technology, obsolescence of current products and services, the finite life of patents and the constant threat of global competition and substitutes.

Past performance does not guarantee future results. Shares are bought and sold at market price (not NAV), are not individually redeemable, and owners of Shares may acquire those Shares from the Funds and tender those shares for redemption to the Funds in Creation Unit aggregations only, consisting of 50,000 Shares. Brokerage commissions will reduce returns. The market price of Shares can be at, below, or above NAV. Brokerage commissions will reduce returns. Market Price returns are based upon the midpoint of the bid/ask spread at 4:00 PM Eastern time (when NAV is normally determined), and do not represent the returns you would receive if you traded Shares at other times.

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