

OGIG Index vs. Generic Tech Indexes: What Growth and Tech Investors Are Missing?

The OGIG portfolio has an active share of 75% vs. the Nasdaq 100 and over 90% vs. the Technology Select Sector, meaning that it is a highly differentiated approach to growth and tech. Revenue growth is a key driver in the selection and weighting of stocks in OGIG. This provides diversification and avoids concentration in stocks that have become a large portion of generic tech indexes.

The companies in the portfolio are at the forefront of the digital transformation of the global economy. They are both the internet giants of today and the possible giants of tomorrow. They include

Internet Conglomerates: Internet giants in the U.S. and China with businesses in E-commerce, Digital Advertising, Social Media, Digital Entertainment and Cloud Services.

Digital Advertising & Social Media: Companies who are benefiting from the social media revolution and the growth of digital advertising which is now larger than all traditional forms combined.

Retail E-commerce: Companies providing goods and services over the internet from fashion, furniture, pet products, food delivery, freelancing, travel and entertainment bookings.

Digital Entertainment: Companies providing online services such as Video-on-Demand, Music Streaming and Video Games.

Enterprise Software: Companies creating efficiency gains for small and large businesses by facilitating communication, database management, cyber security and other cloud-based services.

OGIG Portfolio Breakdown			Revenue Growth	
Category	Mkt Cap (\$B)	Weight	TTM	Forward Est.
Internet Conglomerates	\$1,241	22%	25%	22%
Digital Advertising & Social Media	\$341	9%	24%	30%
Retail E-commerce (Fashion, Furniture, Pet Products, Electronics, Food Delivery & Travel Bookings)	\$69	27%	40%	52%
Digital Entertainment (Video-on-Demand, Music Streaming & Video Games)	\$66	8%	35%	28%
Enterprise Software (B2B, SaaS, Cloud, Cyber Security, Database Management, CRM & Accounting)	\$55	34%	55%	31%
Total / Average	\$342	100%	40%	34%

Source: Bloomberg Finance L.P., data as of 3/31/2021.

Social Media Users and companies from: [We Are Social](#). Data as of 03/31/2021. Worldwide consumer spending on mobile apps from: [Statista](#). Data as of 3/31/2021. Companies with top 10 apps from: [App Annie](#). Worldwide digital advertising from: [eMarketer](#). Data as of 03/31/2021. Global online food delivery from: [Statista](#). Top online food delivery companies from: [Vision Gain](#).

For informational purposes only. The above includes discussion about the estimated growth of certain sectors. It is impossible to predict future growth and actual results may vary.

	OGIG	Technology Select Sector	Nasdaq 100
Active Share	-	92%	75%
Revenue Growth (TTM)	40%	11%	22%
Forward Revenue Growth	34%	13%	21%

Category	Name	Country	Mkt Cap (\$B)	Weight			Revenue Growth	
				OGIG	Nasdaq 100	Technology Select Sector	TTM	Forward Est.
Internet Conglomerates	Amazon.com	US	\$1,567	5.12%	8.34%	-	37.6%	20.2%
	Alphabet	US	\$1,372	4.68%	3.34%	-	12.8%	20.9%
	Tencent Holdings	CN	\$783	4.24%	-	-	27.8%	21.5%
	Alibaba Group Holding	CN	\$643	3.90%	-	-	31.8%	34.7%
	Microsoft Corp	US	\$1,780	3.69%	9.48%	19.78%	14.2%	13.4%
Digital Advertising & Social Media	Facebook Inc	US	\$836	3.33%	3.76%	-	21.6%	22.4%
	Snap Inc	US	\$88	1.52%	-	-	46.1%	48.7%
	Pinterest Inc	US	\$45	1.32%	-	-	48.1%	42.3%
	Trade Desk	US	\$35	0.89%	-	-	26.5%	32.2%
	Twitter Inc	US	\$52	0.77%	-	-	7.4%	25.3%
	Baidu Inc	CN	\$89	0.59%	0.49%	-	-0.3%	16.1%
	Match Group	US	\$42	0.47%	0.29%	-	-49.7%	17.9%
	Z Holdings Corp	JP	\$40	0.30%	-	-	15.9%	14.4%

Category	Name	Country	Mkt Cap (\$B)	Weight			Revenue Growth	
				OGIG	Nasdaq 100	Technology Select Sector	TTM	Forward Est.
Retail E-commerce Fashion Furniture Pet Products Electronics Food Delivery Travel Bookings	Meituan	CN	\$243	2.71%	-	-	17.7%	46.5%
	Pinduoduo	CN	\$169	2.31%	0.39%	-	97.4%	64.2%
	Booking Holdings	US	\$91	1.72%	0.79%	-	-54.9%	45.0%
	MercadoLibre Inc	AR	\$74	1.62%	0.59%	-	73.0%	41.0%
	Delivery Hero SE	DE	\$33	1.49%	-	-	101.5%	97.4%
	Live Nation Ent.	US	\$18	1.32%	-	-	-83.9%	158.9%
	JD.com Inc	CN	\$133	1.30%	0.57%	-	29.3%	23.3%
	Just Eat Takeaway	DE	\$14	1.20%	-	-	391.4%	41.4%
	Zillow Group Inc	US	\$34	1.19%	-	-	21.8%	54.6%
	Adevinta ASA	FR	\$11	1.16%	-	-	-1.0%	69.5%
	TripAdvisor Inc	US	\$7	1.14%	-	-	-61.3%	46.7%
	Trip.com Group Ltd	CN	\$25	1.01%	0.17%	-	-48.6%	42.3%
	CTS Eventim AG & Co KGaA	DE	\$6	0.99%	-	-	-82.2%	119.7%
	Farfetch Ltd	GB	\$22	0.96%	-	-	63.9%	29.8%
	Fiverr International Ltd	IL	\$8	0.92%	-	-	77.0%	42.7%
	THG PLC	GB	\$9	0.91%	-	-	-	29.1%
	HelloFresh SE	DE	\$14	0.91%	-	-	107.3%	20.0%
	Zalando SE	DE	\$26	0.75%	-	-	23.1%	22.1%
	Chewy Inc	US	\$35	0.74%	-	-	47.4%	22.8%
	Etsy Inc	US	\$28	0.60%	-	-	110.9%	22.4%
Ocado Group PLC	GB	\$21	0.58%	-	-	32.7%	17.0%	
Wayfair Inc	US	\$36	0.49%	-	-	55.0%	16.3%	
Vipshop Holdings Ltd	CN	\$31	0.41%	-	-	9.5%	18.8%	
eBay Inc	US	\$41	0.33%	0.34%	-	17.0%	12.0%	
Digital Entertainment Video-on-Demand Music Streaming Video Games	Bilibili Inc	CN	\$38	1.41%	-	-	77.0%	51.7%
	Roku Inc	US	\$46	1.39%	-	-	57.5%	41.3%
	Netflix Inc	US	\$232	1.05%	1.88%	-	24.0%	18.1%
	Ubisoft Entertainment SA	FR	\$9	0.77%	-	-	-6.8%	28.3%
	NetEase Inc	CN	\$76	0.74%	0.25%	-	24.4%	18.9%
	Tencent Music Entertainment	CN	\$57	0.72%	-	-	14.6%	20.6%
	Spotify Technology SA	US	\$53	0.67%	-	-	16.5%	19.2%
	Zynga Inc	US	\$11	0.65%	-	-	49.4%	16.9%
	Nexon Co Ltd	JP	\$29	0.37%	-	-	17.9%	14.5%
	Activision Blizzard Inc	US	\$71	0.35%	0.59%	-	24.6%	6.4%
	Electronic Arts Inc	US	\$38	0.31%	0.32%	-	5.2%	11.6%

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Enterprise Software B2B SaaS Cloud Infrastructure Cyber Security Database Management Communication Services Customer Relationship Accounting	Zoom Video Communications	US	\$96	1.73%	0.53%	-	325.8%	32.3%
	Snowflake Inc	US	\$62	1.67%	-	-	123.6%	74.6%
	Shopify Inc	CA	\$143	1.60%	-	-	85.6%	34.8%
	CrowdStrike Holdings Inc	US	\$44	1.19%	-	-	81.6%	42.2%
	Sinch AB	SE	\$12	1.16%	-	-	59.3%	55.3%
	Twilio Inc	US	\$61	1.08%	-	-	55.3%	34.7%
	ServiceNow Inc	US	\$93	1.04%	-	1.08%	30.6%	25.9%
	DocuSign Inc	US	\$39	1.01%	0.30%	-	49.2%	31.3%
	salesforce.com Inc	US	\$198	1.01%	-	2.18%	24.3%	20.0%
	Adobe Inc	US	\$217	0.99%	1.84%	2.52%	17.3%	17.2%
	Datadog Inc	US	\$26	0.97%	-	-	66.3%	35.4%
	ZoomInfo Technologies Inc	US	\$21	0.97%	-	-	-	32.9%
	Xero Ltd	NZ	\$14	0.97%	-	-	24.3%	20.9%
	Kingsoft Cloud Holdings Ltd	CN	\$10	0.95%	-	-	66.2%	55.7%
	Palantir Technologies Inc	US	\$44	0.92%	-	-	47.2%	33.1%
	Cloudflare Inc	US	\$22	0.88%	-	-	50.2%	34.8%
	Zscaler Inc	US	\$25	0.87%	-	-	48.9%	40.5%
	Okta Inc	US	\$29	0.85%	0.21%	-	42.5%	29.4%
	Bill.com Holdings Inc	US	\$13	0.85%	-	-	36.8%	36.7%
	Kingdee International Software	CN	\$12	0.78%	-	-	0.9%	24.8%
	HubSpot Inc	US	\$21	0.78%	-	-	30.8%	29.3%
	Unity Software Inc	US	\$28	0.75%	-	-	42.6%	26.7%
	MongoDB Inc	US	\$19	0.71%	-	-	40.0%	28.2%
	Intuit Inc	US	\$105	0.70%	0.84%	1.16%	8.3%	16.3%
	Wix.com Ltd	IL	\$16	0.68%	-	-	29.9%	27.3%
	Coupa Software Inc	US	\$19	0.67%	-	-	39.0%	25.2%
	Zendesk Inc	US	\$16	0.67%	-	-	26.1%	25.3%
	RingCentral Inc	US	\$29	0.61%	-	-	31.1%	24.5%
	TeamViewer AG	DE	\$9	0.60%	-	-	-	24.6%
	Dynatrace Inc	US	\$15	0.59%	-	-	28.6%	26.1%
Paycom Software Inc	US	\$23	0.59%	-	0.20%	14.1%	22.1%	

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Enterprise Software B2B SaaS Cloud Infrastructure Cyber Security Database Management Communication Services Customer Relationship Accounting	Avalara Inc	US	\$12	0.58%	-	-	30.9%	25.4%
	Atlassian Corp PLC	US	\$55	0.56%	0.22%	-	27.3%	18.9%
	Splunk Inc	US	\$23	0.53%	0.18%	-	-5.5%	18.3%
	Workday Inc	US	\$63	0.53%	0.36%	-	19.0%	16.8%
	Palo Alto Networks Inc	US	\$31	0.51%	-	-	21.2%	20.5%
	Fortinet Inc	US	\$29	0.47%	-	0.28%	19.9%	16.5%
	Take-Two Interactive Software	US	\$20	0.42%	-	-	14.9%	9.5%
	IAC/InterActiveCorp	US	\$22	0.39%	-	-	12.6%	16.9%
	Oracle Corp	US	\$191	0.37%	-	1.48%	-0.2%	3.0%
	SAP SE	DE	\$151	0.33%	-	-	-0.8%	1.5%
VMware Inc	US	\$61	0.32%	-	-	8.8%	8.4%	

Definitions:

Active Share: Measure of the percentage of stock holdings in a manager's portfolio that differs from the benchmark index.

Forward Est: Forward of 1FY and 2FY Revenue Growth. Actual results may vary

FY: Fiscal Year.

Nasdaq 100 Stock Index: Modified market cap weighted index that includes 100 of the largest domestic and international non-financial securities listed on NASDAQ based on market cap.

Technology Select Sector Total Return Index: Market cap weighted index that holds large and mid-cap technology stocks.

TTM: Trailing 12 Months.

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Companies involved with 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.

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