



The promise of cloud computing relies on its ability to deliver enterprise-level solutions on demand, through a simple internet connection. In our view, cloud computing represents a significant source of disruption not only in the technology sector, but in the investment world as well. Cloud computing has become ingrained in nearly every aspect of our lives by fundamentally altering how we consume, process and share information in the digital age. Through our research, WisdomTree believes this trend toward cloud-based solutions offers a compelling, long-term opportunity for investors to gain exposure to one of the most exciting segments of the technology sector.

The WisdomTree Cloud Computing Fund (WCLD) seeks to track the price and yield performance, before fees and expenses, of the BVP Nasdaq Emerging Cloud Index (EMCLOUD), which leverages the industry expertise of Bessemer Venture Partners (BVP), a leading early-stage investor in cloud-based businesses.

The “cloud” refers to the aggregation of information online that can be accessed from anywhere, on any device. Cloud companies provide on-demand services to a centralized pool of information technology (IT) resources via a network connection. The three major categor



Must derive the majority of revenue from business-oriented software products, as determined by Bessemer Venture Partners, which are:

- Provided to customers through a cloud delivery model – e.g., hosted on remote and multi-tenant server architecture, accessed through a web browser or mobile device or consumed as an application programming interface (API)

- Provided to customers through a cloud economic model – e.g., as a subscription-based, volume-based or transaction-based offering

Annual revenue growth, as determined by BVP, of at least:

- 15% in each of the last two years

Sources: Nasdaq, Bessemer Venture Partners, WisdomTree



We believe that businesses focused on cloud computing represent a compelling alternative to broader-based growth or technology-focused thematic investment strategies.

The BVP Nasdaq Emerging Cloud Index provides pure play exposure to fast-growing, cloud-based businesses.

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Over the last decade, the Information Technology industry has grown to become the largest exposure in the S&P 500 Index. When combined with the Communications Services sector, these companies comprise nearly one-third of the total market. For investors seeking to generate excess returns, this creates a challenging mix of slower-growing mature businesses with faster-growing emerging ones. As we show below, cloud-based businesses represent compelling opportunities for investors

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	WCLD
	NASDAQ
	0.45%
	Open-end ETF
	Emerging (fast-growing) U.S.-listed companies (including ADRs) that are focused primarily on cloud software and services
	67
	Semi-annually

References specific to securities and their issues are for illustrative purposes only and are not intended to be, and should not be interpreted as, recommendations to purchase or sell securities.

Unless otherwise stated, data source is WisdomTree.

There are risks associated with investing, including possible loss of principal. The Fund invests in cloud computing companies, which are heavily dependent on the Internet and utilizing a distributed network of servers over the Internet. Cloud computing companies may have limited product lines, markets, financial resources or personnel and are subject to the risks of changes in business cycles, world economic growth, technological progress and government regulation. These companies typically face intense competition and potentially rapid product obsolescence. Additionally, many cloud computing companies store sensitive consumer information and could be the target of cybersecurity attacks and other types of theft, which could have a negative impact on these companies and the Fund. Securities of cloud computing companies tend to be more volatile than securities of companies that rely less heavily on technology and, specifically, on the Internet. Cloud computing companies can typically engage in significant amounts of spending on research and development, and rapid changes to the field could have a material adverse effect on a company's operating results. The composition of the Index is heavily dependent on quantitative and qualitative information and data from one or more third parties, and the Index may not perform as intended. Please read the Fund's prospectus for specific details regarding the Fund's risk profile.

THE INFORMATION SET FORTH IN THE BVP NASDAQ EMERGING CLOUD INDEX IS NOT INTENDED TO BE, AND SHALL NOT BE REGARDED OR CONSTRUED AS, A RECOMMENDATION FOR A TRANSACTION OR INVESTMENT OR FINANCIAL, TAX, INVESTMENT OR OTHER ADVICE OF ANY KIND BY BESSEMER VENTURE PARTNERS. BESSEMER



