

# FMQQ

## The Next Frontier Internet ETF

### Understanding FMQQ

FMQQ provides broad exposure to the Internet and Ecommerce sectors of Emerging Markets, excluding China. While the growth of the U.S. and China internet sectors represented the first and second waves of the global digital revolution, we believe that the countries within the FMQQ ETF represent a third wave. FMQQ aims to capture this consumer story by providing investors with a simple, cost-effective way to gain exposure to the digitization of Emerging Markets (EM) ex-China.



### Why FMQQ?

- 1. Massive Population:** 4x the population of China
- 2. E-commerce Growth:** Top ten countries for growth in 2025 – all EM
- 3. Swelling** middle-class rapidly adopting digital consumption
- 4. Soaring** Internet adoption, first-time access via smartphones
- 5. Exposure to innovative,** lesser-known global companies

1, United Nations, Feb. 2026 2. eMarketer April 2025

## FMQQ = POTENTIAL NEXT WAVE OF GROWTH



### A Demographic Advantage & Middle-Class Consumer Wave

There are **over 5.5 billion people** living in FMQQ countries, most of which are under the age of thirty. This new middle class consumer wave is increasingly connected and driving entire economies to digitize.

Source: IMF, As of Jan. 2026



### Rapid Digitization & Untapped Smartphone Adoption

Smartphone adoption has hardly scratched the surface in FMQQ countries, with **over 2.5 billion people still living in a pre-smartphone world**. As cost barriers continue to fall, adoption rates are accelerating.

Source: EMQQ Global Projections, Feb. 2026



### Highest E-commerce Growth Rates

The **top ten countries for e-commerce growth** in 2025 were all emerging markets.. As all consumption verticals continue to digitize, we believe FMQQ companies are positioned to capitalize on this confluence of macro trends.

Source: eMarketer, 'Worldwide Retail Ecommerce Forecast, April 2025

## The Technological Leapfrog Effect

Over the past decade, investors have watched the smartphone reshape daily life. It is easy to forget that developed markets had more than twenty years of personal-computer adoption before smartphones arrived. In many emerging and frontier markets, that sequence is reversed: for most of the world, the smartphone is effectively their first computer. These devices are becoming more powerful, more affordable, and more widely available every year. With them comes the most critical element of this story: the internet.



As a result, these populations are leapfrogging legacy infrastructure and going straight to mobile-first, digital solutions. This leapfrogging is fueling what may be one of the fastest-growing segments of the global economy, particularly across emerging markets over the last decade and beyond.

## FMQQ Seeks to Correct & Fill a Gap in Traditional EM ex-China ETFs

After years of geopolitical tensions, many investors are seeking strategies that exclude China. Indeed, EM ex-China ETFs have led recent EM investment flows. Yet, these EM ex-China strategies often suffer from the same problems as traditional EM approaches.

- Missing the Internet: Low overlap with FMQQ
- Higher Exposure to State-Owned Enterprise (SOE)\*
- Lower Growth Rates vs FMQQ

Sources: EMQQ Global, Bloomberg, Data as of 12/31/2025

\*State-owned enterprise (SOE) is a business entity created or owned by a national or local government, either through an executive order or legislation.

**Carefully consider the Fund's investment objectives, risk factors, charges and expenses before investing. This and additional information can be found in the Fund's prospectus, which may be obtained by visiting [www.emqqglobaletf.com](http://www.emqqglobaletf.com). Read the prospectus carefully before investing.**

Investing involves risk, including the possible loss of principal. Investments in smaller and mid-sized companies typically exhibit higher volatility. The fund is non-diversified. International investing may involve the risk of capital loss from unfavorable fluctuations in currency values, from differences in generally accepted accounting principles, or from economic or political instability in other nations. Frontier and Emerging markets involve heightened risks related to the same factors as well as increased volatility and lower trading volume. Frontier markets generally have less developed capital markets than traditional emerging market countries, and, consequently, the risks of investing in foreign securities are magnified in such countries. These countries are subject to potentially significant political, social and economic instability, which could materially and adversely affect the companies in which the Fund may invest.

The Fund invests in the securities of Internet Companies, including internet services companies and internet retailers, and is subject to risk that market or economic factors impacting technology companies and companies that rely heavily on technology advances could have a major effect on the value of the Fund's investments.

There is no guarantee that the Fund will achieve its investment objective.

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