

August ETP launch review

Uncertainty in global markets causes fund launches to slow

This report aggregates newly launched funds in August and highlights the performance of the funds launched in July.

- August adds 33 new ETFs, a significant decrease from the prior month of July
- 30 funds were launched in the Americas while just three funds were added in Europe
- 13 of the 33 ETFs added utilise a currency hedge

August new listings

The low number of ETF launches in the month of August coincided with the lowest monthly inflows into US listed ETFs since January of this year and several consecutive days of market turmoil on the back of falling Chinese equities. ETF issuers have a back log of funds with varying strategies waiting until the market shows enough of an appetite to launch. This allows ETF providers to avoid issuing a fund while the market is in a downturn.

A large portion of funds issued in August use a currency-hedged strategy. While ETF issuers are expanding into foreign markets, the safe or popular bet still appears to be the US dollar.

Value stocks and high dividend paying equities also played a major part in the strategies of several ETFs issued last month. **Deutsche Bank**, **O'Shares** and **Compass ETF** all added funds that look to benefit from dividend paying stocks.

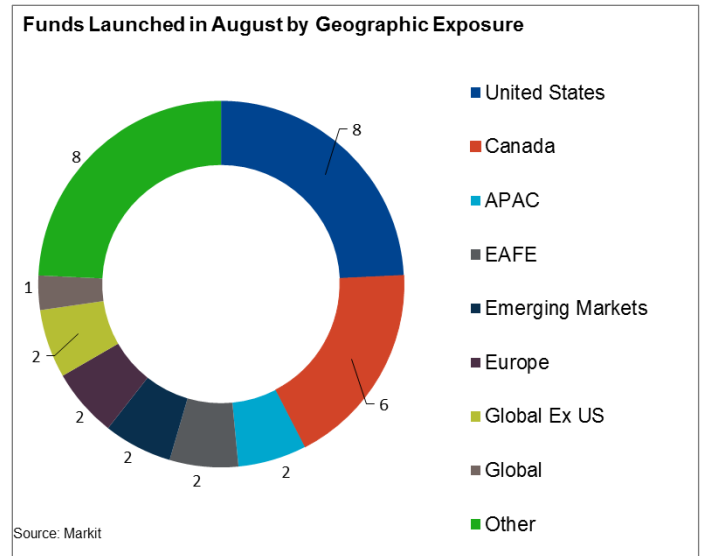
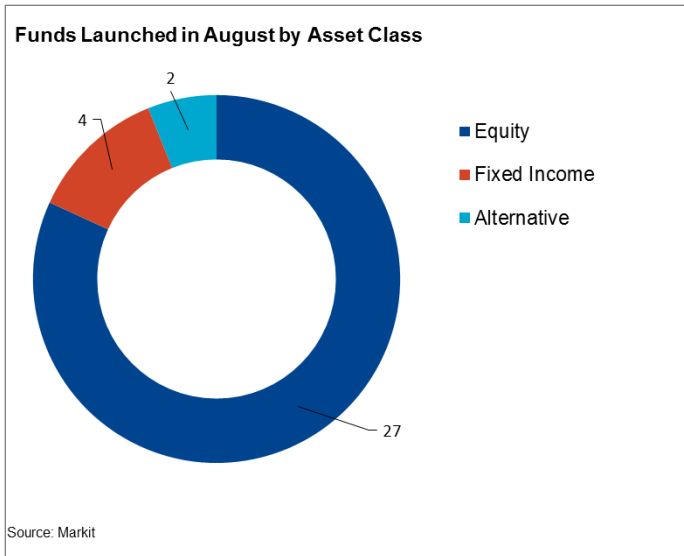
July flows

Despite July having the largest number of ETFs launched this year, with 58 new listings around the globe, the newly listed funds drew minimal investor attention with gains of just \$564m since their inception.

The majority of the funds added in July focused on US investments or at least hedged their portfolio against the US dollar. The US market saw significant downturn and uncertainty during the month of August which may have played a part in the lacklustre performance of the funds added in July.

The funds launched in the Americas earned a total of \$390mn of inflows since their inception. **iShares Currency Hedged MSCI Italy ETF (HEWI)** gained a total of \$87mn.

In Europe, the **Ossiam Shiller Barclays Cape US Sector Value TR ETF (UCAP)** saw over \$100mn added to its assets under management as European investors looked to add US value stocks to their portfolios. European listed funds brought in a combined \$172mn since launching in July.



August new launch strategies

Deutsche Bank added ten funds which made up almost one third of all new ETFs launched in August. The funds track a range of indices that focus on countries such as Italy, Spain and Australia or regions such as emerging markets, southern Europe and EAFE. All ten of the funds are hedged to the US dollar. The strategy seems to follow in the footsteps of **BlackRock**, which launched 12 currency hedged ETFs in July that track country specific **MSCI** indices.

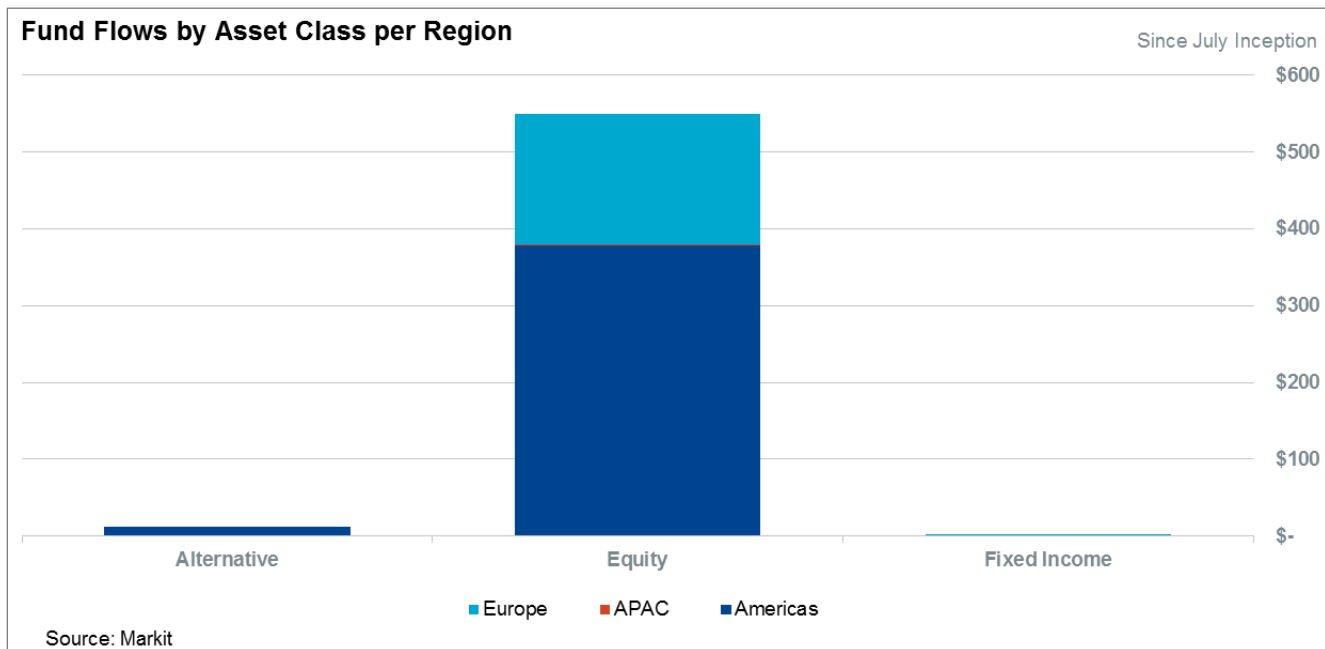
Direxion Funds launched four ETFs that focus on two US market segments. **CLAW** and **NAIL** focus on homebuilders & supplies while providing investors with a -3x and 3x leveraged option, respectively. In a similar fashion, **WDRW** and **DPST** provide -3x and 3x daily returns on the regional banks market. While the majority of ETF issuers tend to determine where they perceive the market to be heading, **Direxion** continues to use a strategy of launching both bull and bear versions of their ETFs to allow investors to decide the direction of the market.

O'Shares Investments, a new ETF issuer headed by Kevin O'Leary from ABC's Shark Tank, entered the ETF space in July with **OUSA** which has seen strong success since its inception. During August, four new ETFs were added to the family using a similar strategy. **O'Shares FTSE Asia Pacific Quality Dividend ETF (OASI)** looks to track large- and mid-cap dividend paying stocks in Asia Pacific. **O'Shares FTSE Europe Quality Dividend ETF (OEUR)** applies a similar strategy with exposure to Europe. Both of the funds also have a US dollar hedged version.

Van Eck Securities added a new fund focused on the global oil refining industry. **Market Vectors Oil Refiners ETF (CRAK)** tracks a segment of the energy market that generally benefits from lower oil prices.

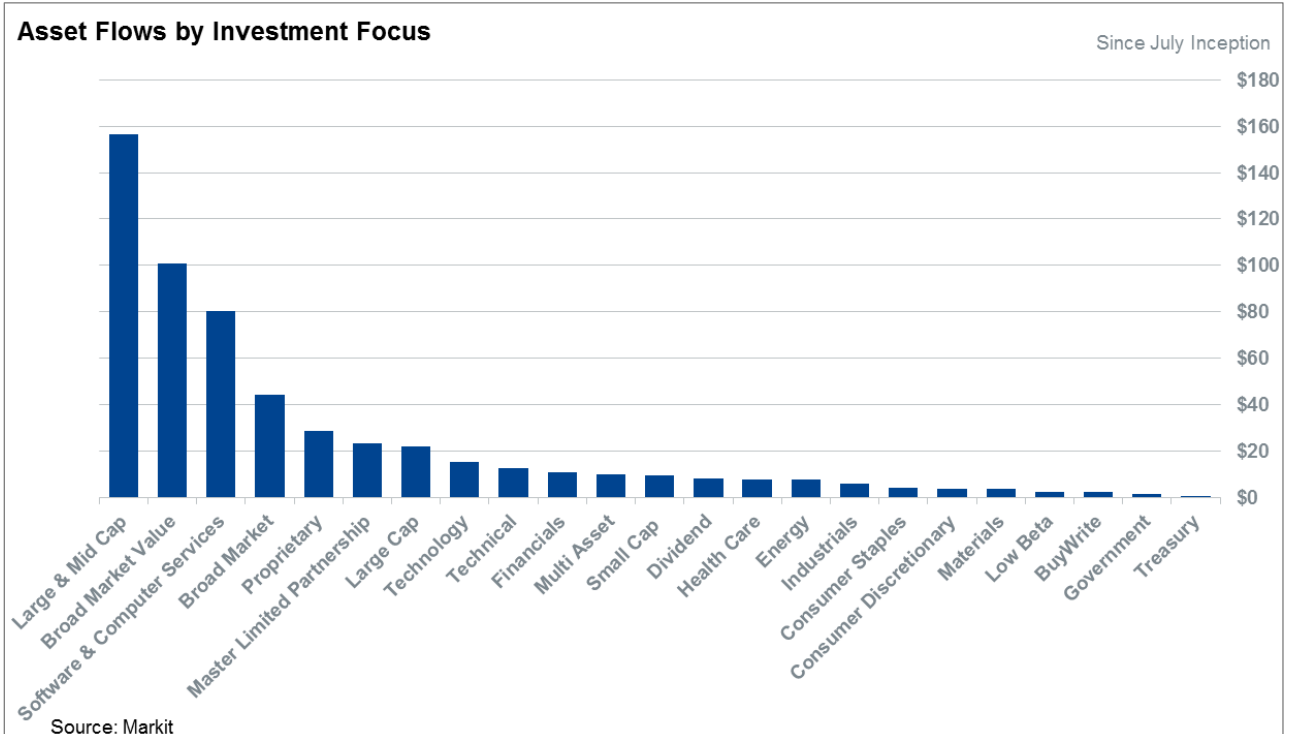
Vanguard launched the **Vanguard Tax-Exempt Bond Index Fund (VTEB)** which is a US listed fixed income ETF focused on the investment-grade segment of the US municipal bond market. The fund invests in state or local governments or agencies whose interest is exempt from US federal income tax and the federal alternative minimum tax.

July overview



July Listed Funds Total Inflows (As of 09/01/2015)

Asset Class	Americas	APAC	Europe	Total Per Asset Class
Alternative	\$12,488,050			\$12,488,050
Equity	\$377,844,590	\$1,630,311	\$170,604,499	\$550,079,400
Fixed Income			\$2,091,790	\$2,091,790
Total Per Region	\$390,332,640	\$1,630,311	\$172,696,289	\$564,659,240



August newly listed ETPs

Americas listed:

ETP name	Ticker	Listing country	Launch date	Asset class	Investment focus
O'Shares FTSE Asia Pacific Quality Dividend Hedged ETF	OAPH	United States	2015-08-25	Equity	Large Cap Value
O'Shares FTSE Europe Quality Dividend Hedged ETF	OEUH	United States	2015-08-25	Equity	Large Cap Value
Vanguard Tax-Exempt Bond ETF	VTEB	United States	2015-08-25	Fixed Income	Municipal
Compass EMP International 500 Volatility Weighted Index ETF	CIL	United States	2015-08-20	Equity	Large Cap
Direxion Daily Homebuilders & Supplies Bear 3X Shares ETF	CLAW	United States	2015-08-19	Equity	Construction & Materials
Market Vectors Oil Refiners ETF	CRAK	United States	2015-08-19	Equity	Oil & Gas
Direxion Daily Regional Banks Bull 3X Shares ETF	DPST	United States	2015-08-19	Equity	Banks & Financials Services
Direxion Daily Homebuilders & Supplies Bull 3X Shares ETF	NAIL	United States	2015-08-19	Equity	Construction & Materials
O'Shares FTSE Asia Pacific Quality Dividend ETF	OASI	United States	2015-08-19	Equity	Dividend
O'Shares FTSE Europe Quality Dividend ETF	OEUR	United States	2015-08-19	Equity	Dividend
Direxion Daily Regional Banks Bear 3X Shares ETF	WDRW	United States	2015-08-19	Equity	Banks & Financials Services
Compass EMP International High Dividend 100 Volatility Weighted Index ETF	CID	United States	2015-08-19	Equity	Dividend
Deutsche X-trackers MSCI Australia Hedged Equity ETF	DBAU	United States	2015-08-19	Equity	Large & Mid Cap
Deutsche X-trackers MSCI EAFE Small Cap Hedged Equity ETF	DBES	United States	2015-08-19	Equity	Small Cap
Deutsche X-trackers MSCI Southern Europe Hedged Equity ETF	DBSE	United States	2015-08-19	Equity	Large & Mid Cap
Deutsche X-trackers MSCI Spain Hedged Equity ETF	DBSP	United States	2015-08-19	Equity	Large & Mid Cap
Deutsche X-trackers Japan JPX-Nikkei 400 Hedged Equity ETF	JPNH	United States	2015-08-19	Equity	Large & Mid Cap
Deutsche X-trackers MSCI Italy Hedged Equity ETF	DBIT	United States	2015-08-19	Equity	Large & Mid Cap
Horizons Managed Multi-Asset Momentum ETF	HMA.A	Canada	2015-08-19	Alternative	Multi Asset
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Guggenheim S&P 500 Equal Weight Real Estate ETF	EWRE	United States	2015-08-13	Equity	Real Estate
Horizons Active CDN Municipal Bond (Advisor Class)	HMP.A	Canada	2015-08-13	Fixed Income	Municipal

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Horizons Active CDN Municipal Bond	HMP	Canada	2015-08-13	Fixed Income	Municipal
Deutsche X-trackers MSCI EAFE High Dividend Yield Hedged Equity ETF	HDEF	United States	2015-08-11	Equity	Dividend
Deutsche X-trackers MSCI Emerging Markets High Dividend Yield Hedged Equity ETF	HDEE	United States	2015-08-11	Equity	Dividend
Deutsche X-trackers MSCI Eurozone High Dividend Yield Hedged Equity ETF	HDEZ	United States	2015-08-11	Equity	Dividend
Deutsche X-trackers MSCI All World ex US High Dividend Yield Hedged Equity ETF	HDAW	United States	2015-08-11	Equity	Dividend
Newfleet Multi-Sector Unconstrained Bond ETF	NFLT	United States	2015-08-10	Fixed Income	Broad Market
iShares S&P U.S. Mid-Cap Index ETF (CAD-Hedged)		Canada	2015-08-10	Equity	Mid Cap
iShares S&P U.S. Mid-Cap Index ETF	XMC	Canada	2015-08-04	Equity	Mid Cap

Europe, Middle East & Africa listed:

ETP name	Ticker	Listing country	Launch date	Asset class	Investment focus
First Trust Global AlphaDEX UCITS ETF	FGBL	France	2015-08-31	Equity	Broad Market
First Trust US IPO Index UCITS ETF	FPXU	France	2015-08-13	Equity	IPOs
SPDR FTSE EPRA Europe ex UK Real Estate UCITS ETF	ZPRP	Germany	2015-08-11	Equity	Real Estate

July newly listed performance

Americas listed:

ETP name	Ticker	Listing country	Launch date	Asset class	AUM Growth	Total Asset Flow
First Trust Nasdaq CEA Cybersecurity ETF	CIBR	United States	2015-07-07	Equity	3348%	\$77,879,040
iShares Currency Hedged MSCI Italy ETF	HEWI	United States	2015-07-01	Equity	3304%	\$87,351,500
iShares Currency Hedged MSCI Spain ETF	HEWP	United States	2015-07-01	Equity	2162%	\$57,922,500
Index IQ 50 Percent Hedged FTSE International ETF	HFXI	United States	2015-07-22	Equity	1211%	\$25,805,000
Index IQ 50 Percent Hedged FTSE Europe ETF	HFXE	United States	2015-07-22	Equity	852%	\$18,489,000
Index IQ 50 Percent Hedged FTSE Japan	HFXJ	United States	2015-07-22	Equity	802%	\$17,946,000
O'Shares FTSE U.S. Quality Dividend ETF	OUSA	United States	2015-07-14	Equity	358%	\$19,845,000
iShares Currency Hedged MSCI EAFE Small-Cap ETF	HSCZ	United States	2015-07-01	Equity	270%	\$9,659,500
Market Vectors Morningstar International Moat ETF	MOTI	United States	2015-07-14	Equity	251%	\$9,038,000
PureFunds ISE Mobile Payments ETF	IPAY	United States	2015-07-16	Equity	85%	\$2,421,000
Principal EDGE Active Income ETF	YLD	United States	2015-07-10	Alternative	44%	\$9,980,000
iShares Currency Hedged MSCI Switzerland ETF	HEWL	United States	2015-07-01	Equity	43%	\$3,805,000
WisdomTree Barclays U.S. Aggregate Bond Enhanced Yield Fund	AGGY	United States	2015-07-10	Fixed Income	0%	\$-
iShares Currency Hedged Global ex USD High Yield Bond ETF	HHYX	United States	2015-07-30	Fixed Income	-1%	\$-
GaveKal Knowledge Leaders Emerging Markets ETF	KLEM	United States	2015-07-09	Equity	-2%	\$-
iShares Interest Rate Hedged Emerging Markets Bond ETF	EMBH	United States	2015-07-23	Fixed Income	-2%	\$-
GaveKal Knowledge Leaders Developed World ETF	KLDW	United States	2015-07-09	Equity	-2%	\$-
iShares Interest Rate Hedged 10+ Year Credit Bond ETF	CLYH	United States	2015-07-23	Fixed Income	-3%	\$-
iShares Currency Hedged MSCI Mexico ETF	HEWW	United States	2015-07-01	Equity	-3%	\$2,449,000
Compass EMP US Large Cap High Dividend 100 Volatility Weighted Index	CDL	United States	2015-07-08	Equity	-6%	\$3,456,000
ALPS Sector Low Volatility ETF	SLOW	United States	2015-07-01	Equity	-6%	\$2,535,051
WisdomTree Strong Dollar U.S. Equity Fund ETF	USSD	United States	2015-07-21	Equity	-6%	\$-
ALPS Enhanced Put Write Strategy ETF	PUTX	United States	2015-07-07	Alternative	-6%	\$2,508,050

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Global X SuperDividend Alternatives ETF	ALTY	United States	2015-07-14	Equity	-7%	\$1,507,000
Compass EMP US Small Cap 500 Volatility Weighted Index	CSA	United States	2015-07-08	Equity	-7%	\$3,455,000
iShares Currency Hedged MSCI Canada ETF	HEWC	United States	2015-07-01	Equity	-7%	\$2,456,000
Compass EMP US Small Cap High Dividend 100 Volatility Weighted Index	CSB	United States	2015-07-08	Equity	-7%	\$3,462,000
WisdomTree International Hedged Equity Fund ETF	HDWM	United States	2015-07-10	Equity	-8%	\$-
iShares Currency Hedged MSCI United Kingdom ETF	HEWU	United States	2015-07-01	Equity	-8%	\$2,444,000
iShares Currency Hedged MSCI Australia ETF	HAUD	United States	2015-07-01	Equity	-9%	\$-
iShares Currency Hedged MSCI ACWI ETF	HACW	United States	2015-07-01	Equity	-9%	\$-
WisdomTree Weak Dollar U.S. Equity Fund ETF	USWD	United States	2015-07-21	Equity	-9%	\$-
iShares Currency Hedged MSCI ACWI ex US ETF	HAWX	United States	2015-07-01	Equity	-10%	\$-
PureFunds ISE Big Data ETF	BDAT	United States	2015-07-16	Equity	-11%	\$-
iShares Currency Hedged MSCI South Korea ETF	HEWY	United States	2015-07-01	Equity	-12%	\$2,449,000
ETRACS 2x Monthly Leveraged S&P MLP Index ETN	MLPV	United States	2015-07-14	Equity	-21%	\$23,470,000

Europe, Middle East & Africa listed:

ETP name	Ticker	Listing country	Launch date	Asset class	AUM Growth	Total Asset Flow
OSSIAM SHILLER BARCLAYS CAPE US SECTOR VALUE TR USD	UCAP	United Kingdom	2015-07-21	Equity	1593%	\$100,904,137
Lyxor UCITS ETF J.P. Morgan Europe Momentum Factor Index	LYXM	Germany	2015-07-10	Equity	887%	\$11,822,079
Boost Bund 10Y 5x Short Daily ETP	5BUS	Italy	2015-07-15	Fixed Income	177%	\$890,013
SPDR S&P U.S. Health Care Select Sector UCITS ETF	ZPDH	Germany	2015-07-07	Equity	141%	\$8,050,717
Boost BTP 10Y 5x Short Daily ETP	5BTS	Italy	2015-07-15	Fixed Income	96%	\$587,406
SPDR S&P U.S. Utilities Select Sector UCITS ETF	ZPDU	Germany	2015-07-07	Equity	92%	\$6,169,079
Boost US Treasuries 10Y 5x Short Daily ETP	5TYS	Italy	2015-07-15	Fixed Income	70%	\$614,370
SPDR S&P U.S. Financial Select Sector UCITS ETF	ZPDF	Germany	2015-07-07	Equity	67%	\$10,881,481
SPDR S&P U.S. Technology Select Sector UCITS ETF	ZPDT	Germany	2015-07-07	Equity	39%	\$9,058,169
SPDR S&P U.S. Consumer Staples Select Sector UCITS ETF	ZPDS	Germany	2015-07-07	Equity	24%	\$4,140,313

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SPDR S&P U.S. Consumer Discretionary Select Sector UCITS ETF	ZPDD	Germany	2015-07-07	Equity	24%	\$4,091,415
SPDR S&P U.S. Materials Select Sector UCITS ETF	ZPDM	Germany	2015-07-07	Equity	16%	\$3,945,058
SPDR S&P U.S. Energy Select Sector UCITS ETF	ZPDE	Germany	2015-07-07	Equity	15%	\$7,953,771
Lyxor UCITS ETF J.P. Morgan Europe Quality Factor Index	LYXQ	Germany	2015-07-10	Equity	-7%	\$1,105,066
db x-trackers FTSE 100 Equal Weight UCITS ETF 1D (DR)		Germany	2015-07-31	Equity	-8%	\$-
SPDR S&P U.S. Industrials Select Sector UCITS ETF	ZPDI	Germany	2015-07-07	Equity	-9%	\$6,084,247
db x-trackers JPX-Nikkei 400 UCITS ETF 4C (DR)	XDNU	Germany	2015-07-31	Equity	-79%	\$(6,449,103)
BNP PARIBAS NEXT 11 EMERGING THEAM EASY UCITS ETF	E11D	France	2015-07-27	Equity		\$-
EURO STOXX 50 THEAM EASY UCITS	ETCC	France	2015-07-27	Equity		\$561,268
LYXOR ETF JPX NIKKEI 400 Part H CHF Hedged	JPXC	Switzerland	2015-07-24	Equity		\$2,286,800
db x-trackers II HARVEST CSI CHINA SOVEREIGN BOND UCITS ETF (DR)	CGB	Germany	2015-07-08	Fixed Income		\$-

APAC listed:

ETP name	Ticker	Listing country	Launch date	Asset class	AUM Growth	Total Asset Flow
BetaShares Geared US Equity Fund - Currency Hedged (Hedge Fund)	GGUS	Australia	2015-07-20	Equity		\$1,630,310.82

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