



## FOR IMMEDIATE RELEASE

### BLUESTAR INDEXES, ETF MANAGERS GROUP, AND TEL AVIV STOCK EXCHANGE TO RING NASDAQ OPENING BELL TO CELEBRATE LAUNCH OF FIRST ETF TO TRACK ISRAELI TECH STOCKS WORLDWIDE

#### “Start-Up Nation ETF” (ITEQ) Provides Unique Exposure to Innovative Israeli High-Tech Companies Listed on Five Global Exchanges

New York, December 3, 2015 – [BlueStar Indexes](#) - a research-focused firm specializing in the Israeli capital markets and the [Tel Aviv Stock Exchange](#) (TASE) will ring the Opening Bell at Nasdaq MarketSite today to celebrate the launch of the **BlueStar TA-BIGITech™ Israel Technology ETF™** (Nasdaq: **ITEQ™**).

Commonly referred to as the “Start-Up Nation” due to its world-renowned technology ecosystem, Israel has the most start-ups per capita of any nation<sup>1</sup>, and an entrepreneurial spirit that drives innovation. ITEQ™ -- The Start-Up Nation ETF™-- provides unique and focused exposure to Israel’s dynamic technology sector. Start-Up Nation ETF™ refers to the fact that the ETF provides investors exposure to the companies of the Start-Up Nation.

Participating at the Nasdaq MarketSite will be Amnon Neubach - Chairman of the Board of the TASE, Israel’s Consul-General in New York, Ambassador Ido Aharoni, officials from the Israeli Ministry of Finance, BlueStar Indexes, exchange officials, institutional investors, financial advisors and strategic partners involved in the launch of ITEQ™.

ITEQ™ is the first exchange-traded fund (ETF) to exclusively hold shares of public Israeli and Israel-linked global technology stocks. It tracks the performance of the TASE-BlueStar Israel Global Technology Index™ (“TA-BIGITech™”), the first and only benchmark following a broad, deep and complete range of major Israeli tech companies listed on five exchanges worldwide (TASE, NASDAQ, NYSE, London Stock Exchange and the Singapore Exchange).

“We are thrilled to celebrate the launch of **ITEQ™** on the Nasdaq,” said Steven Schoenfeld, Founder of BlueStar Indexes. “As the first US-listed index product focused on the full universe of established and emerging innovation by Israeli companies, ITEQ™ provides a unique opportunity for investors to access Israel’s dynamic technology sector for their portfolios.”

“Israel is a leader in the high-tech industry and the Tel Aviv Stock Exchange is committed to ensuring that global Israeli tech companies are available to investors worldwide,” said Amnon Neubach, Chairman of the TASE. “The launch of the **ITEQ™** ETF tracking TA-BIGITech™ will raise visibility of this important sector and strengthen TASE’s profile with global investors, contributing to our overall market and economic development.”

TA-BIGITech™ is comprised of 65 stocks of Israeli high-tech companies working in information technology, cybersecurity, clean and renewable energy, biotechnology, sustainable agriculture, and defense technology. The benchmark and the **ITEQ™** ETF that tracks it has minimal overlap with technology indexes and ETFs currently listed in the US.

Sam Masucci founder and CEO of ETF Managers Group said: “We are excited to be involved in the launch of the ITEQ™ ETF, bringing investors focused exposure to the worldwide Israeli Technology sector. ITEQ™ has a world-class group of strategic partners and delivers a unique

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<sup>1</sup> Israel Venture Network (IVN) and TASE

investment opportunity and enhances the ETF Managers Group growing family of exchange traded fund products."

Factor Advisors - a subsidiary of ETF Managers Group - partnered with ITEQ ETF Partners - an affiliate of BlueStar Global Investors - to launch **ITEQ™** on Nasdaq. Penserra Capital acts as subadvisor, and Jane Street is the market maker for **ITEQ™**. BlueStar Indexes® and the International Securities Exchange (ISE) launched TA-BIGITech™ in 2013. The Tel Aviv Stock Exchange adapted it as a benchmark in March 2015, as part of TASE's globalization efforts, and assists in its dissemination during Israeli trading hours.

TA-BIGITech™ has a float-adjusted market capitalization of \$55 billion, compared to \$22 billion for TASE's TA-TechElite benchmark.<sup>2</sup>

Israeli companies have a major presence on the Nasdaq, amongst the highest of any foreign listings, and 53 of the 65 stocks in ITEQ's TA-BIGITech benchmark are Nasdaq-listed. The Israeli economy is forecast to grow by more than 3% in 2015<sup>3</sup>, one of the highest developed market growth rates in the OECD, and Israel's robust technology sector is anticipated to account for at least one-third of this growth.

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For the latest information and updates on ETF Managers Group and our family of funds visit [www.etfmg.com](http://www.etfmg.com), follow us on LinkedIn, or email [info@etfmg.com](mailto:info@etfmg.com).

**About Factor Advisors:**

Factor Advisors LLC is a wholly owned subsidiary of Exchange Traded Managers Group LLC (ETF Managers Group), a leading Exchange Traded Funds (ETF) private label services company. ETF Managers Group offers a full range of ETF product services to the asset management community including commodity pool ETPs as well as both active and passive ETFs. The services provided include product operations, regulatory, financial and compliance management. ETF Managers Group offers marketing and dedicated wholesale services for all ETF product types.

**About BlueStar®:**

BlueStar Indexes is a subsidiary of BlueStar Global Investors LLC, a research-focused financial firm that specializes in the Israeli capital markets. BlueStar's mission is to develop investment strategies that provide global institutional and retail investors efficient access to the full range of Israeli asset classes. BlueStar's flagship products are the *BlueStar Israel Global Index®* (BIGI®), a benchmark designed for broad, deep and complete coverage of Israeli companies, providing balanced sector exposure to Israel's dynamic economy and the TASE-BlueStar Israel Global Technology Index™ (*TA-BIGITech™*). The NYSE-listed **ISRA** Israel ETF and two TASE-listed ETNs sponsored by Psagot track BIGI®, and in addition to ITEQ™, KSM Financial manages an Israeli-registered index fund tracking TA-BIGITech™.

[bluestarindexes.com](http://bluestarindexes.com)

[@BlueStarIsrael](https://twitter.com/BlueStarIsrael)

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<sup>2</sup> BlueStar Indexes & TASE

<sup>3</sup> Nasdaq & Bloomberg



TEL-AVIV STOCK EXCHANGE

### **About TASE:**

Established in September 1953, the Tel Aviv Stock Exchange (TASE) is an efficient one-stop shop for the Israeli securities industry, hosting an increasingly sophisticated range of products available to investors, including shares, corporate bonds, treasury bills and bonds, index-tracking products and derivatives. The exchange is home to 461 listed companies with a total market capitalization of U.S.\$200 billion, 597 corporate bonds and 640 Exchange-Traded Notes. TASE is a fully-automated exchange with a central order book trading system, providing clearing, settlement and depository services to local and international investors. [TASE.co.il](http://TASE.co.il)

*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 summary and statutory prospectuses, which may be obtained 1-844-ETF-MGRS (1-844-383-6477) or visiting [www.ITEQETF.com](http://www.ITEQETF.com). Read the prospectus carefully before investing.*

**Investing involves risk, including the possible loss of principal. Shares of any ETF are bought and sold at market price (not NAV), may trade at a discount or premium to NAV and are not individually redeemed from the Fund. Brokerage commissions will reduce returns. Narrowly focused investments typically exhibit higher volatility. The fund is new with limited operating history. Investing involves risks, including loss of principal. The Fund will be sensitive to changes in, and its performance will depend to a greater extent on, the overall condition of the technology sector. Funds that invest in smaller companies may experience greater volatility. The Fund's return may not match or achieve a high degree of correlation with the return of the BlueStar TA-BIGITech™ Israel Technology ETF. To the extent the Fund utilizes a sampling approach, it may experience tracking error to a greater extent than if the Fund had sought to replicate the Index. Diversification does not guarantee a profit, nor does it protect against a loss in a declining market.**

Investment in securities of Israeli companies involves risks that may negatively affect the value of your investment in the Fund. Among other things, Israel's economy depends on imports of certain key items, such as crude oil, coal, grains, raw materials and military equipment. Foreign investing involves special risks such as currency fluctuations and political uncertainty.

It is not possible to directly invest in an index.

Factor Advisors, LLC serves as the investment adviser and Penserra Capital Management LLC serves as sub-advisor to the Fund. The Funds are distributed by ALPS Distributors, Inc., which is not affiliated with Factor Advisors, Penserra Capital or any of its affiliates.