

# The China Consumer E-Commerce Opportunity

An Overview of the KraneShares  
CSI China Internet ETF (Ticker: KWEB)



## Introduction to KraneShares

### About KraneShares

Krane Funds Advisors, LLC is the investment manager for KraneShares ETFs. The firm is focused on providing investors with strategies to capture China's importance as an essential element of a well-designed investment portfolio. KraneShares ETFs represent innovative, first to market strategies that have been developed based on the firm and its partners' deep knowledge of investing. These strategies allow investors to stay up to date on global market trends and provide meaningful diversification.



# KWEB

## KraneShares CSI China Internet ETF

### Investment Strategy:

KWEB seeks to measure the performance of the investable universe of publicly traded China-based companies whose primary business or businesses are in the Internet and Internet-related sectors.

### KWEB features:

- Access to Chinese internet companies that provide similar services as Google, Facebook, Twitter, eBay, Amazon, etc.
- Exposure to companies benefitting from increasing domestic consumption by China's growing middle class
- Exposure to Chinese internet companies listed in both the United States and Hong Kong

### China Internet Sector Highlights:

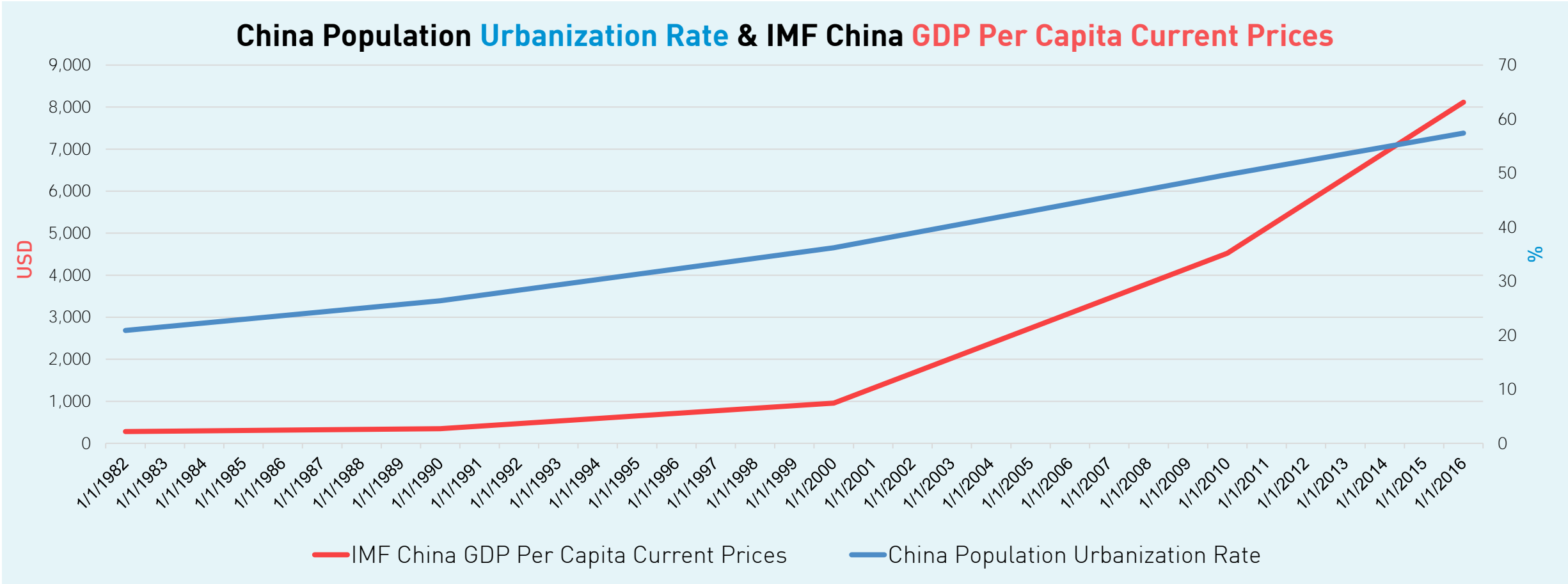
- China E-Commerce sales reached \$749 billion<sup>1</sup> in 2016 (compared to \$394.9 billion<sup>2</sup> in the U.S.) an increase of 26.2% year over year
- China's internet population reached 721 million people, a penetration of only 52. 2%. The U.S. internet population reached 287 million people, a penetration rate of 88.5%<sup>3</sup>.
- Total Chinese retail sales reached \$4.8 trillion in 2016, an increase of 4.4%<sup>1</sup>
- Online shopping accounted for 15.5% of retail purchases in China in 2016<sup>1</sup>

1. National Bureau of Statistics in China, "Total Retail Sales of Consumer Goods in December 2016" 1/22/2017. Note: Figures converted from Chinese Renminbi to USD

2. Rebecca DeNale and Deanna Weidenhamer, "Quarterly Retail E-commerce Sales 4<sup>th</sup> Quarter 2017" U.S. Department of Commerce 2/17/2017.

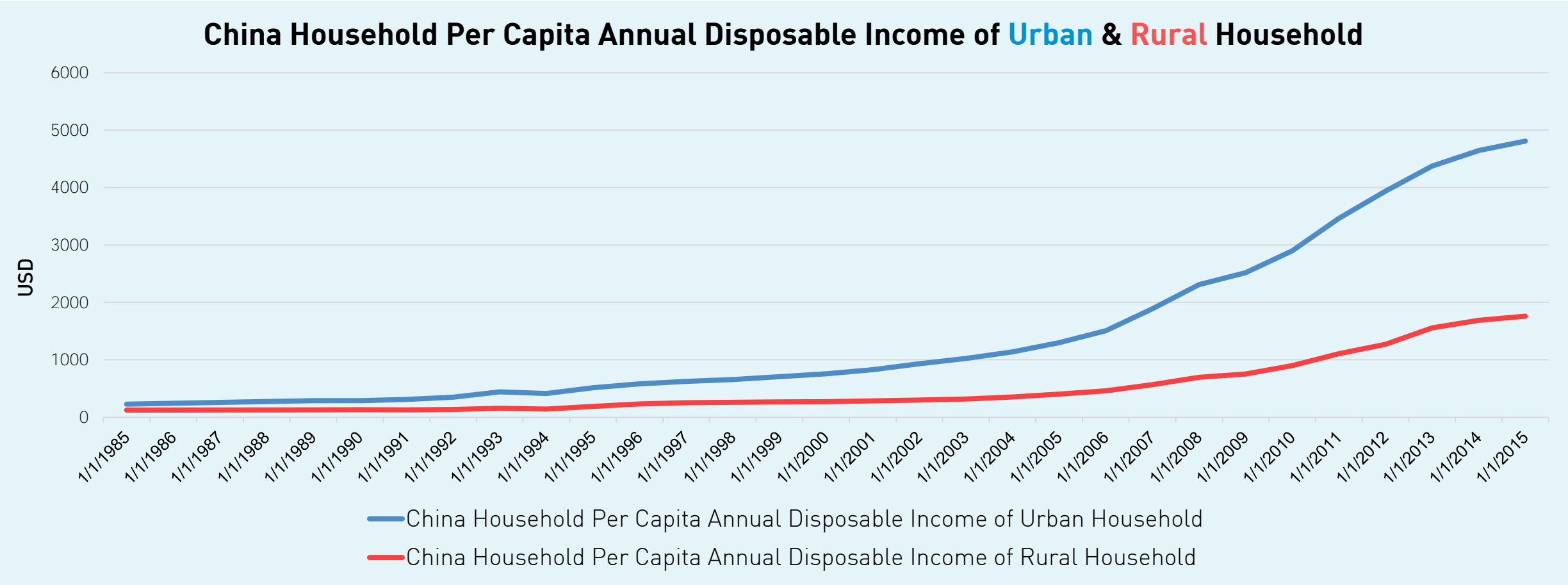
3. Data from internetlivestats.com as of 12/31/2016. Retrieved 1/4/2017.

As China's population moves into cities, they gain access to better jobs and wages, which in turn has a positive impact on GDP per capita.



Source: Bloomberg, as of 6/30/2017.

China's urban population has three times more disposable income than their rural counterparts.



Source: Bloomberg, as of 6/30/2017.

## The China Internet Evolution

- In 2014 China's E-Commerce market size surpassed the U.S. for the first time.
- As of 12/31/2016, only 52.2% of China's population had internet access compared to 88.5% in the U.S.
- There is potential for substantial continued growth in the Chinese internet sector.

| China / US Internet Statistics          | China               | US                    |
|---|---------------------|-----------------------|
| Total internet population               | 721mm <sup>1</sup>  | 287mm <sup>1</sup>    |
| % of population with internet access    | 52.2% <sup>1</sup>  | 88.5% <sup>1</sup>    |
| Country's share of world internet users | 21.1% <sup>1</sup>  | 8.4% <sup>1</sup>     |
| E-Commerce market size 2016             | \$749b <sup>2</sup> | \$394.9b <sup>3</sup> |
| Total retail sales 2016                 | \$4.8T <sup>2</sup> | \$4.8T <sup>3</sup>   |
| % of online retail sales 2016           | 15.5% <sup>2</sup>  | 8.2% <sup>3</sup>     |
| 2015-2016 growth online sales           | 26.2% <sup>2</sup>  | 15.1% <sup>3</sup>    |

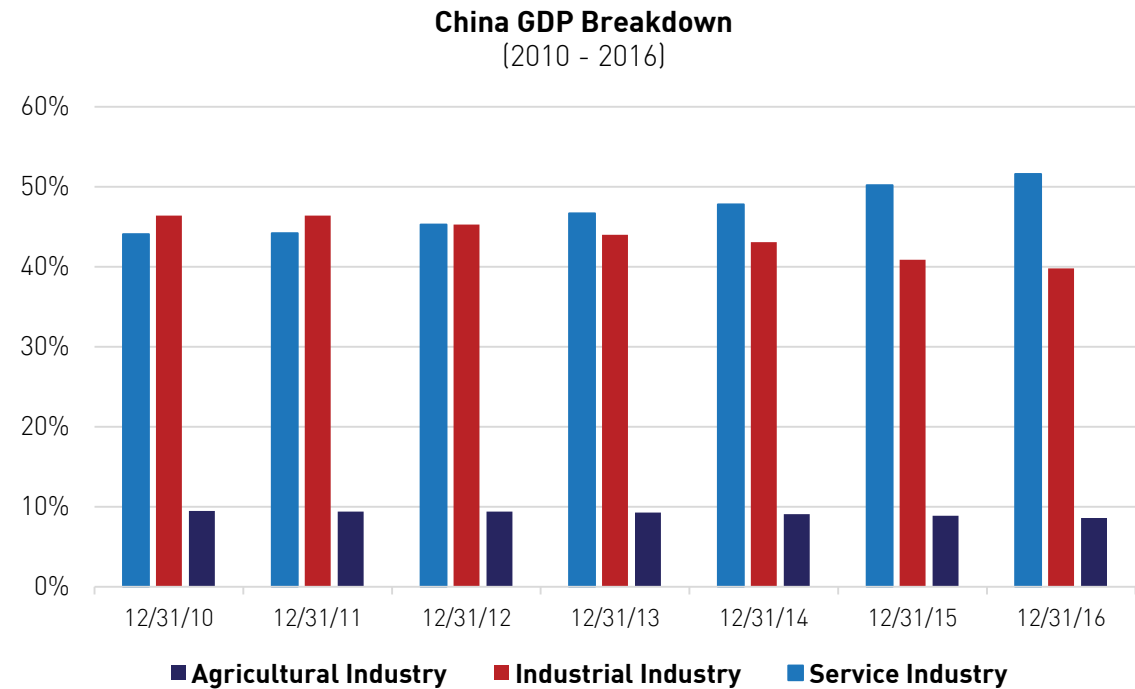
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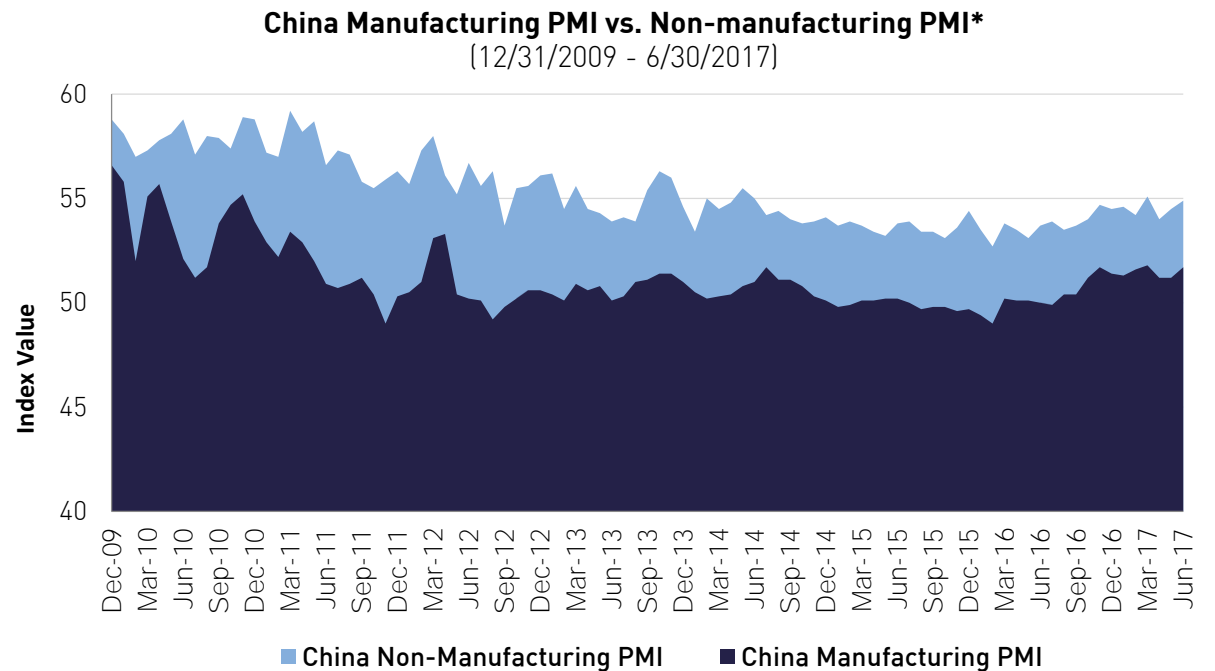
3.Rebecca DeNale and Deanna Weidenhamer, "Quarterly Retail E-commerce Sales 4th Quarter 2016" U.S. Department of Commerce 2/17/2017.

# A Tale of Two Chinas

In 2013, the services sector surpassed the industrial sector as the largest contributor to China’s GDP for the first time. While traditional manufacturing is slowing the service sector Purchasing Managers’ Index (PMI) indicates healthy growth in domestic consumption.



Data from Bloomberg as of 12/31/2016



Data from Bloomberg as of 6/30/2017

**\*The Purchasing Managers' Index (PMI)** is an indicator of the economic health of the manufacturing sector. The PMI is based on five major indicators: new orders, inventory levels, production, supplier deliveries and the employment environment. A PMI of more than 50 represents expansion of the manufacturing sector when compared to the previous month. A PMI reading under 50 represents a contraction, and a reading at 50 indicates no change. **The Non-Manufacturing Purchasing Managers' Index (PMI)** is a composite index calculated as an indicator of the overall economic condition for the non-manufacturing sector. The index is a composite based on four indicators with equal weights: Business Activity (seasonally adjusted), New Orders (seasonally adjusted), Employment (seasonally adjusted) and Supplier Deliveries.

# Retail sales have expanded steadily in China



- Total Chinese retail sales reached **\$4.8 trillion** in 2016, an increase of **4.4%** year over year
- Chinese retail websites sold **\$749 billion** worth of goods in 2016, an increase of **26.2%**
- Online shopping accounted for **15.5%** of retail purchases in China in 2015











National Bureau of Statistics in China, “Total Retail Sales of Consumer Goods in December 2016” 1/22/2017. Note: Figures converted from Chinese Renminbi to USD

Chart data from Bloomberg as of 5/31/2017, retrieved 7/11/2017.

**China Retail Sales Index:** Retail sales (also referred to as retail trade) tracks the resale of new and used goods to the general public, for personal or household consumption. This concept is based on the value of goods sold.

## The 1 year and 5 year average revenue growth rates for China internet companies is higher than that of many U.S. internet companies

### Top 10 KWEB holdings vs. their U.S. equivalents

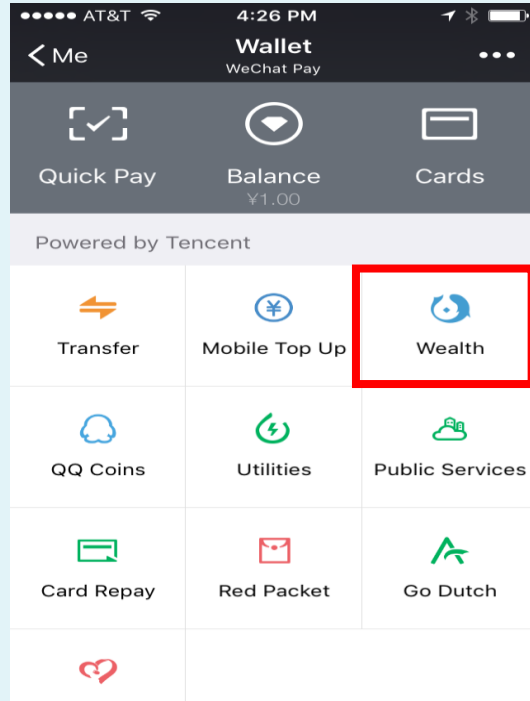
| Top 10 KWEB Holdings<br>as of 6/30/2017   | KWEB Weight<br>as of<br>6/30/2017 | China Internet Companies           |                                    | Primary Business  | Comparable U.S. Business | U.S. Internet Companies            |                                    |
|---|-----------------------------------|------------------------------------|------------------------------------|-------------------|--------------------------|------------------------------------|------------------------------------|
|   |                                   | 1 Year Average Revenue Growth Rate | 5 Year Average Revenue Growth Rate |                   |                          | 1 Year Average Revenue Growth Rate | 5 Year Average Revenue Growth Rate |
| Tencent    | 11.04%                            | 47.7%                              | 39.1%                              | Social Media      | Facebook                 | 54.2%                              | 50.4%                              |
| Alibaba    | 9.88%                             | 56.5%                              | 50.5%                              | Ecommerce         | Amazon                   | 27.1%                              | 22.1%                              |
| Baidu      | 7.76%                             | 6.3%                               | 32.8%                              | Search            | Google                   | 20.4%                              | 18.4%                              |
| JD.com     | 7.19%                             | 43.5%                              | *                                  | Ecommerce         | Amazon                   | 27.1%                              | 22.1%                              |
| Ctrip      | 5.85%                             | 76.4%                              | 47.2%                              | Travel            | Expedia                  | 31.5%                              | 22.1%                              |
| 58.COM     | 4.26%                             | 53.1%                              | 83.7%                              | E-Commerce        | Angie's List             | -6.0%                              | 21.9%                              |
| Tal        | 4.13%                             | 68.3%                              | 44.9%                              | Online Education  | 2U                       | 37.1%                              | 37.8%                              |
| Autohome   | 4.08%                             | 72.1%                              | *                                  | Online Auto Trade | Cars.com                 | 6.1%                               | *                                  |
| NetEase  | 4.00%                             | 67.4%                              | 52.5%                              | Game              | Activision Blizzard      | 41.7%                              | 8.9%                               |
| Sina     | 3.98%                             | 17.1%                              | 22.0%                              | Portal            | Twitter                  | 14.0%                              | 66.4%                              |
| <b>Total: 62.17%</b>  |                                   | <b>Average: 50.8%</b>              | <b>Average: 46.6%</b>              |                   |                          | <b>Average: 28.8%</b>              | <b>Average: 31.0%</b>              |

\*Companies do not have 5 year track record

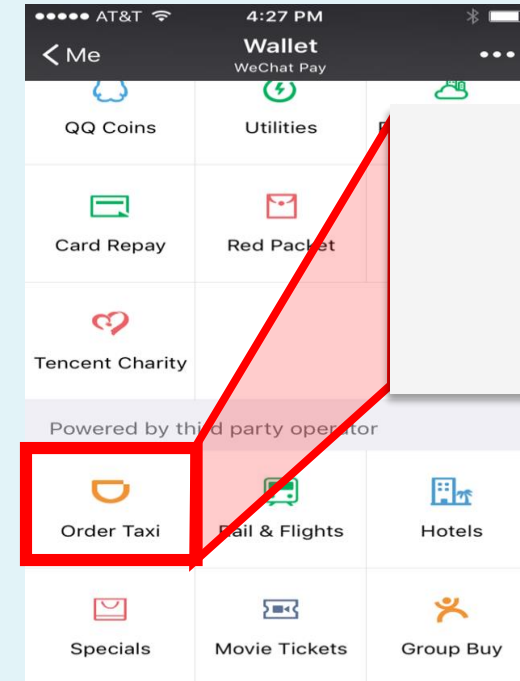
The Fund's holdings are subject to change. Data from Bloomberg as of 6/30/2017

Apps like Tencent's WeChat integrate an ecosystem of services including: messaging, social media, mobile payments, wealth management, & taxi hailing.

WeChat users can invest in mutual funds through the same app they use for social media.



In 2016, the US taxi hailing service Uber sold its Chinese business to local competitor Didi (logo below). Unlike Uber, which relies on a stand alone app, Didi integrates into the most popular Chinese social media platforms.



## The proliferation of E-Commerce in China also benefits Chinese logistics and delivery companies

Over 30 billion packages were delivered in China in 2016 a 53% increase year over year<sup>1</sup>.

Monday Morning Beijing: Delivery workers send WeChat messages to office workers alerting them the packages they ordered over the weekend have arrived



Unlike competitor Alibaba, JD.com owns its own logistics network and has a fleet of delivery vehicles around China



<sup>1</sup>English.gov.cn "Fast growth of express delivery good for economy", 12/29/2016

## KraneShares CSI China Internet ETF (Nasdaq: KWEB)

### Investment Strategy:

KWEB (the Fund) tracks the CSI Overseas China Internet Index (the Index) and invests in China based companies whose primary business or businesses are focused on internet and internet-related technology. These companies are publicly traded on either the Hong Kong Stock Exchange, NASDAQ Stock Market, or New York Stock Exchange.

### Key Fund Information

|                                     |                                   |
|-------------------------------------|-----------------------------------|
| Ticker                              | KWEB                              |
| Index Name                          | CSI Overseas China Internet Index |
| Primary Exchange                    | NASDAQ                            |
| Total Annual Fund Operating Expense | 0.72%                             |
| Inception Date                      | 7/31/2013                         |
| Distribution Frequency              | Semiannually                      |

| <b>Top Ten Holdings</b> as of 6/30/2017<br>The Fund's Holdings Are Subject to Change. | <b>% of Fund</b> |
|---|------------------|
| TENCENT HOLDINGS LTD  | 11.04            |
| ALIBABA GROUP HOLDING-SP  | 9.88             |
| BAIDU INC - SPON ADR  | 7.76             |
| JD.COM INC-ADR  | 7.19             |
| CTRIIP.COM INTERNATIONAL-A  | 5.85             |
| 58.COM INC-ADR  | 4.26             |
| TAL EDUCATION GROUP- ADR  | 4.13             |
| AUTOHOME INC - ADR  | 4.08             |
| NETEASE INC-ADR   | 4.00             |
| SINA CORP   | 3.98             |

### KWEB Performance History as of 6/30/2017

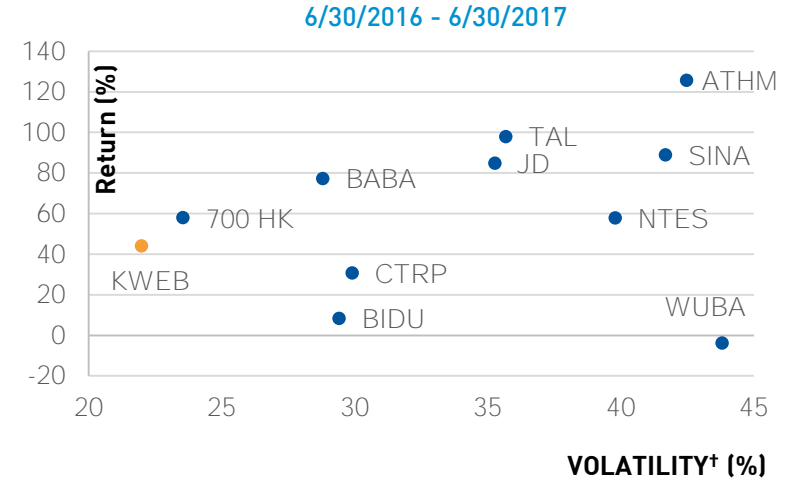
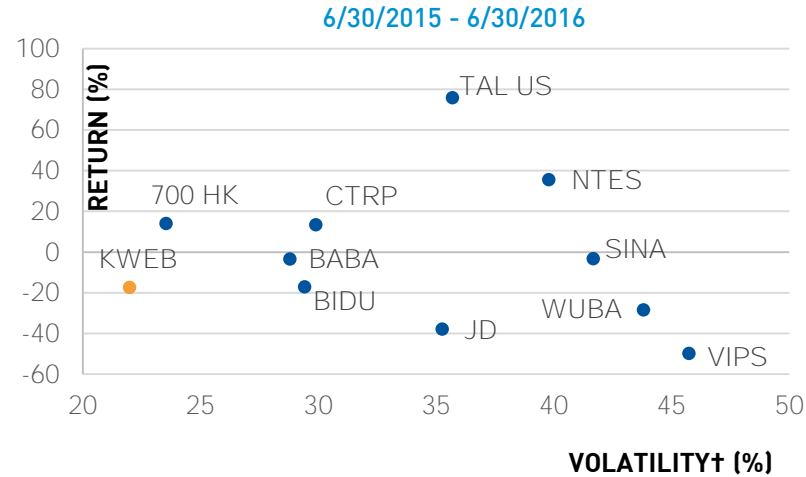
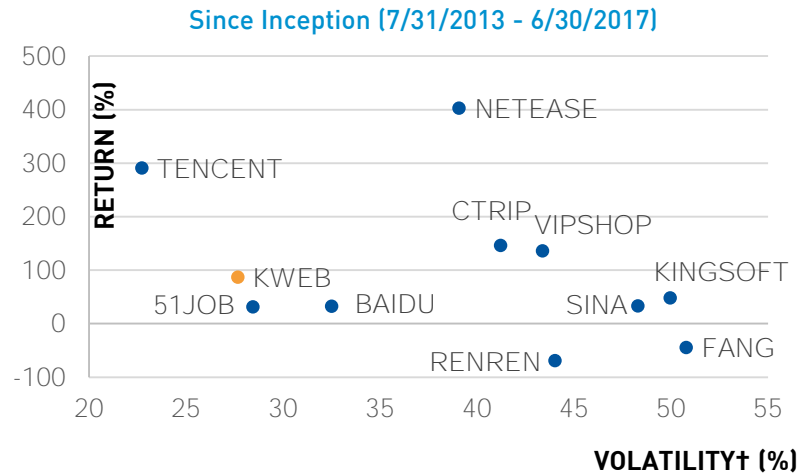
|               | Cumulative % |        |                              | Average Annualized % |       |                              |
|---------------|--------------|--------|------------------------------|----------------------|-------|------------------------------|
|               | 3 Mo         | 6 Mo   | Since Inception<br>7/31/2013 | 1 Yr                 | 3 Yr  | Since Inception<br>7/31/2013 |
| Fund NAV      | 13.31%       | 37.44% | 96.09%                       | 44.05%               | 9.44% | 18.76%                       |
| Closing Price | 13.18%       | 37.79% | 96.42%                       | 43.99%               | 9.41% | 18.81%                       |
| Index         | 12.74%       | 36.20% | 93.99%                       | 42.36%               | 9.55% | 18.43%                       |

The performance data quoted represents past performance. Past performance does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when sold or redeemed, may be worth more or less than their original cost and current performance may be lower or higher than the performance quoted. For performance data current to the most recent month end, please visit [www.kraneshares.com](http://www.kraneshares.com)

Index returns are for illustrative purposes only. Index performance returns do not reflect any management fees, transaction costs or expenses. Indexes are unmanaged and one cannot invest directly in an index.

KWEB's investment strategy provides a basket approach to China Internet sector which is aimed at potentially reducing volatility compared to individually held China Internet stocks.

Historical Return / Volatility of KWEB & Its Top Holdings Since KWEB Inception (7/31/2013) & Over the Past Two Years



| Top Ten Holdings as of 7/31/2013<br>Subject to Change. | Ticker  | %     |
|--|---------|-------|
| BAIDU INC - SPON ADR                                   | BIDU    | 10.37 |
| TENCENT HOLDINGS LTD                                   | 700 HK  | 9.62  |
| CTRIP.COM INTERNATIONAL-ADR                            | CTRP    | 6.77  |
| NETEASE INC-ADR  | NTES    | 6.61  |
| SINA CORP  | SINA    | 4.83  |
| VIPSHOP HOLDINGS LTD - ADR                             | VIPS    | 4.80  |
| FANG HOLDINGS LTD - ADR                                | SFUN    | 4.28  |
| KINGSOFT CORP LTD                                      | 3888 HK | 3.97  |
| RENREN INC-ADR   | RENN    | 3.53  |
| 51JOB INC-ADR  | JOBS    | 3.41  |

| Top Ten Holdings as of 6/30/2016<br>Subject to Change. | Ticker | %     |
|--|--------|-------|
| TENCENT HOLDINGS LTD                                   | 700 HK | 10.97 |
| ALIBABA GROUP HOLDING-SP ADR                           | BABA   | 9.69  |
| BAIDU INC - SPON ADR                                   | BIDU   | 8.16  |
| JD.COM INC-ADR   | JD     | 7.06  |
| NETEASE INC-ADR  | NTES   | 7.00  |
| SINA CORP  | SINA   | 4.71  |
| CTRIP.COM INTERNATIONAL-ADR                            | CTRP   | 4.61  |
| QIHOO 360 TECHNOLOGY CO-ADR                            | QIHU   | 4.20  |
| 58.COM INC-ADR   | WUBA   | 4.00  |
| VIPSHOP HOLDINGS LTD - ADR                             | VIPS   | 3.69  |

| Top Ten Holdings as of 6/30/2017<br>Subject to Change. | Ticker | %     |
|--|--------|-------|
| TENCENT HOLDINGS LTD                                   | 700 HK | 11.04 |
| ALIBABA GROUP HOLDING-SP                               | BABA   | 9.88  |
| BAIDU INC - SPON ADR                                   | BIDU   | 7.76  |
| JD.COM INC-ADR   | JD     | 7.19  |
| CTRIP.COM INTERNATIONAL-A                              | CTRP   | 5.85  |
| 58.COM INC-ADR   | WUBA   | 4.26  |
| TAL EDUCATION GROUP- ADR                               | TAL    | 4.13  |
| AUTOHOME INC - ADR                                     | ATHM   | 4.08  |
| NETEASE INC-ADR  | NTES   | 4.00  |
| SINA CORP  | SINA   | 3.98  |

Data from Bloomberg as of 6/30/2017

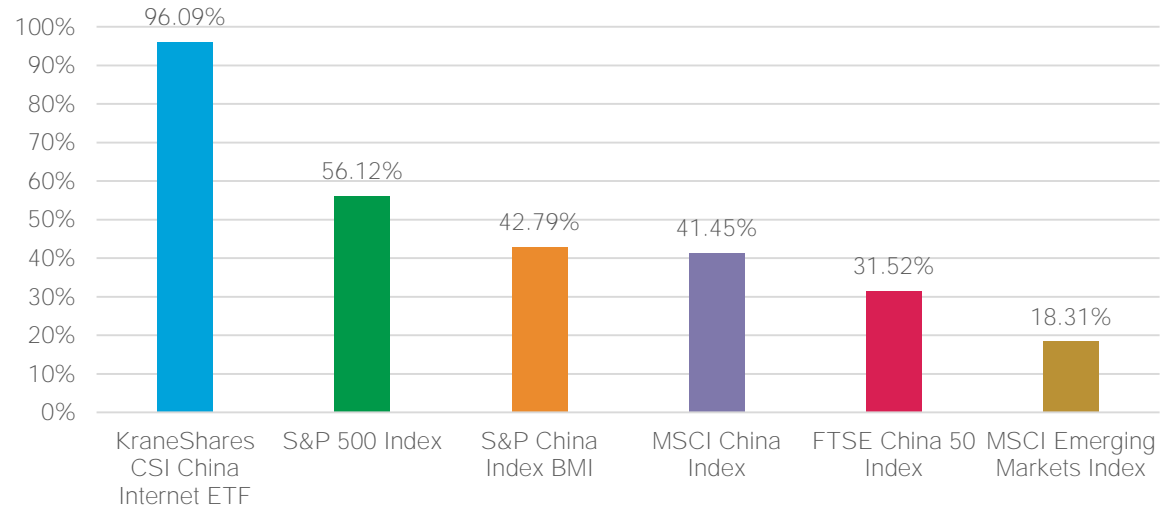
\*Volatility: is the degree of variation of a trading price series over time as measured by the standard deviation of returns. Standard deviation: is a quantity calculated to indicate the extent of deviation for a group as a whole. A low standard deviation indicates that the data points tend to be close to the mean (also called the expected value) of the set, while a high standard deviation indicates that the data points are spread out over a wider range of values.

The performance data quoted represents past performance. Past performance does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when sold or redeemed, may be worth more or less than their original cost and current performance may be lower or higher than the performance quoted.

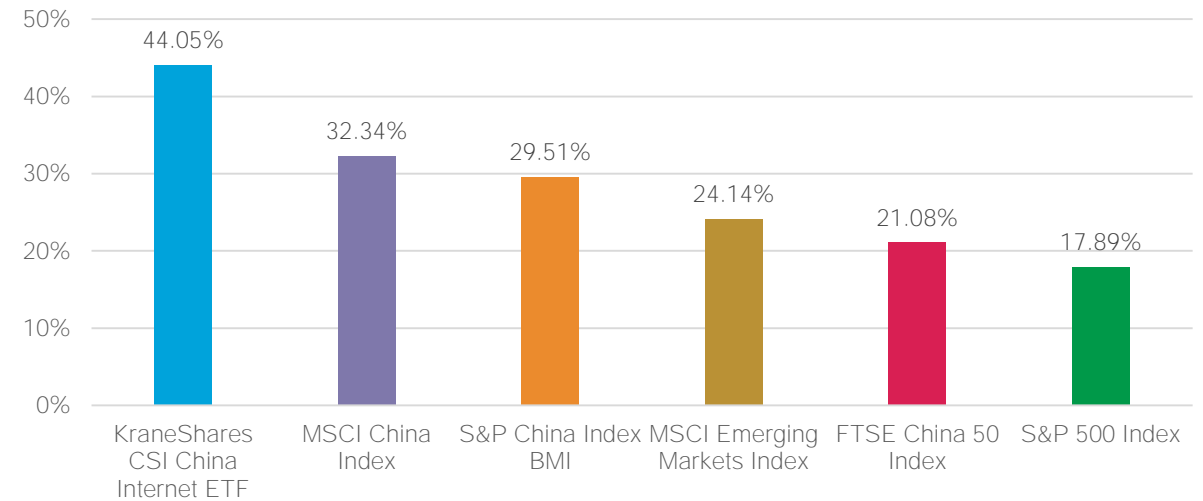
For performance data current to the most recent month end, please call +(1)855 8KRANE8 or visit our website at [www.kraneshares.com/kweb/](http://www.kraneshares.com/kweb/).

## KWEB's performance compared to the U.S., Emerging Markets, & Other China Indexes

Since KWEB Inception (7/31/2013) as of 6/30/2017\*



Past Year as of 6/30/2017\*



Total return gross dividend tax data from Bloomberg as of 6/30/2017. See page 12 for standard performance.

**\*Cumulative return is the aggregate amount that an investment has gained or lost over time.**

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See page 16 for index definitions.

**Index returns are for illustrative purposes only. Index performance returns do not reflect any management fees, transaction costs or expenses. Indexes are unmanaged and one cannot invest directly in an index.**

The S&P 500 and MSCI Emerging Markets Indexes were chosen to represent the U.S. and broader emerging markets respectively because they are considered to be the industry standard bearers for representing these markets. The S&P China BMI, MSCI China and FTSE China 50 indexes were chosen because they are popular measures of the broad Chinese market and are helpful for illustrating how the Chinese technology sector performs relative to the Chinese markets as a whole.

## Important Notes

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

ETF shares are not redeemable with the issuing fund other than in large Creation Unit aggregations. Instead, investors must buy or sell ETF Shares in the secondary market with the assistance of a stockbroker. In doing so, the investor may incur brokerage commissions and may pay more than net asset value (NAV) when buying and receive less than net asset value when selling. The NAV of the Fund's shares is calculated each day the national securities exchanges are open for trading as of the close of regular trading on the New York Stock Exchange ("NYSE"), normally 4:00 P.M. Eastern time (the "NAV Calculation Time"). Shares are bought and sold at market price not NAV. Closing price returns are based on the midpoint of the bid/ask spread at 4:00 P.M. Eastern Time (when NAV is normally determined).

Investing involves risk, including possible loss of principal. There can be no assurance that a Fund will achieve its stated objectives. The Funds are subject to political, social or economic instability within China which may cause decline in value. Fluctuations in currency of foreign countries may have an adverse effect to domestic currency values. Emerging markets involve heightened risk related to the same factors as well as increase volatility and lower trading volume.

Narrowly focused investments typically exhibit higher volatility. Internet companies are subject to rapid changes in technology, worldwide competition, rapid obsolescence of products and services, loss of patent protections, evolving industry standards and frequent new product productions. Such changes may have an adverse impact on performance. The fund is non-diversified.

Although the information provided in this document has been obtained from sources which Krane Funds Advisors, LLC believes to be reliable, it does not guarantee accuracy of such information and such information may be incomplete or condensed.

The KraneShares ETFs are distributed by SEI Investments Distribution Company (SIDCO), which is not affiliated with Krane Funds Advisors, LLC, the Investment Adviser for the Fund.

## Important Notes (continued)

**The S&P 500 Index:** is an American stock market index based on the market capitalizations of 500 large companies having common stock listed on the NYSE or NASDAQ. **The MSCI Emerging Markets Index:** captures large and mid cap representation across 23 Emerging Markets (EM) countries. With 834 constituents, the index covers approximately 85% of the free float-adjusted market capitalization in each country. **FTSE China 50 Index:** is a real-time tradable index comprising 50 of the largest and most liquid Chinese stocks (H Shares, Red Chips and P Chips) listed and trading on the Stock Exchange of Hong Kong (SEHK). **MSCI China Index:** The MSCI China Index captures large and mid cap representation across China H shares, B shares, Red chips and P chips. With 157 constituents, the index covers about 84% of this China equity universe. **S&P China BMI Index:** is a comprehensive benchmark that defines and measures the investable universe of publicly traded companies domiciled in China, but are legally available to foreign investors.

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Forward-looking statements (including Krane’s opinions, expectations, beliefs, plans, objectives, assumptions, or projections regarding future events or future results) contained in this presentation are based on a variety of estimates and assumptions by Krane. These statements generally are identified by words such as “believes,” “expects,” “predicts,” “intends,” “projects,” “plans,” “estimates,” “aims,” “foresees,” “anticipates,” “targets,” “should,” “likely,” and similar expressions. These also include statements about the future, including what “will” happen, which reflect Krane’s current beliefs. These estimates and assumptions are inherently uncertain and are subject to numerous business, industry, market, regulatory, geo-political, competitive, and financial risks that are outside of Krane’s control. The inclusion of forward-looking statements herein should not be regarded as an indication that Krane considers forward-looking statements to be a reliable prediction of future events and forward-looking statements should not be relied upon as such. Neither Krane nor any of its representatives has made or makes any representation to any person regarding forward-looking statements and neither of them intends to update or otherwise revise such forward-looking statements to reflect circumstances existing after the date when made or to reflect the occurrence of future events, even in the event that any or all of the assumptions underlying such forward-looking statements are later shown to be in error. Any investment strategies discussed herein are as of the date of the writing of this presentation and may be changed, modified, or exited at any time without notice.

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