

# The Emerging Market Consumer Internet & E-Commerce Opportunity

An Overview of the KraneShares  
Emerging Markets Consumer Technology ETF  
(Ticker: KEMQ)



## Introduction to KraneShares

### About KraneShares

Krane Funds Advisors, LLC is the investment manager for KraneShares ETFs. Our suite of China focused ETFs provides investors with solutions to capture China's importance as an essential element of a well-designed investment portfolio. We strive to provide innovative, first to market strategies that have been developed based on our strong partnerships and our deep knowledge of investing. We help investors stay up to date on global market trends and aim to provide meaningful diversification. Krane Funds Advisors, LLC is majority owned by China International Capital Corporation (CICC).



# KEMQ

## KraneShares Emerging Markets Consumer Technology ETF

### Investment Strategy:

KEMQ seeks to track the Solactive Emerging Markets Consumer Technology Index. The Index selects companies from 26 eligible countries within emerging markets (EM) whose primary business or businesses are internet retail, internet software/services, purchase, payment processing, or software for internet and E-Commerce transactions. Upon rebalance, constituent weights are capped at 3% and country weights are capped at 40%.

### Emerging Markets Consumer Technology Highlights:

- Internet adoption is expanding rapidly within emerging markets while domestic consumption and retail sales are steadily increasing and frequently taking place online.
- According to a study from the Brookings Institution, middle class consumption could reach 50% of total global consumption by the year 2030, more than doubling from 2015<sup>1</sup>.
- We believe the growth of internet adoption within emerging markets is a long-term secular theme that may continue to play out over the course of decades.

### KEMQ features:

- Access to emerging market internet companies that provide similar services as Google, Facebook, PayPal, Amazon, etc.
- Exposure to companies that stand to benefit from increasing domestic consumption by emerging markets' growing middle class
- Exposure to emerging market companies facilitating mobile E-Commerce sales

1. Homi Kharas, "The Unprecedented Expansion of the Global Middle Class" Brookings Institution, February 2017. Retrieved 9/30/2020.

## Transformational growth in emerging markets is driven by the “Three P’s”



### Population

The middle class consumer in Emerging Markets will drive global demand.



### Penetration

Internet adoption is the catalyst for rapid innovation, and facilitates “leapfrogging”.



### Performance

Technology firms across the emerging markets are taking global leadership positions.



## This is why we buy EM:

- Demographics
- Urban Middle Class
- Consumption
- Adoption of Technology & Telecommunications
- Healthcare



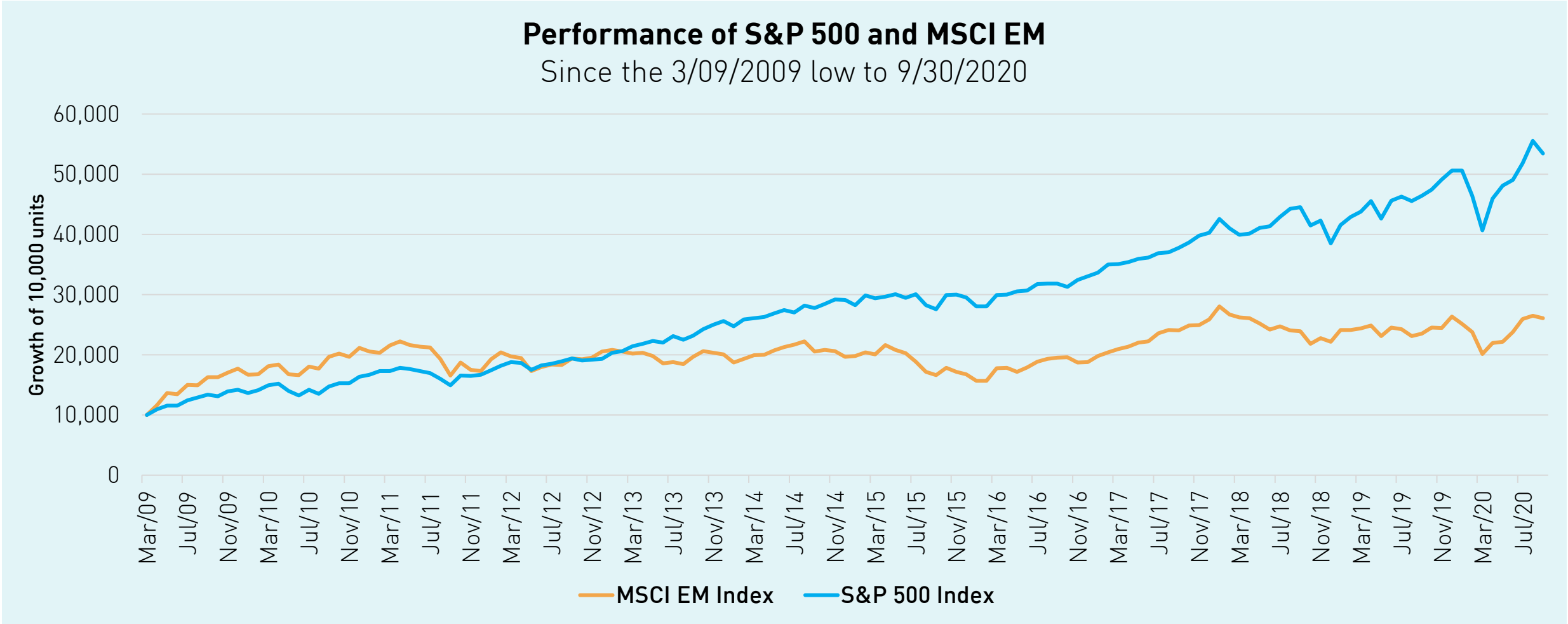
Apple store window with sign in Nanjing East Road with people who often line up to grab on one of the company's latest gadgets. Shanghai China

## But this is what we get when we buy broad EM:

- Commodities
- “Old economy” companies
- Slow growth sectors



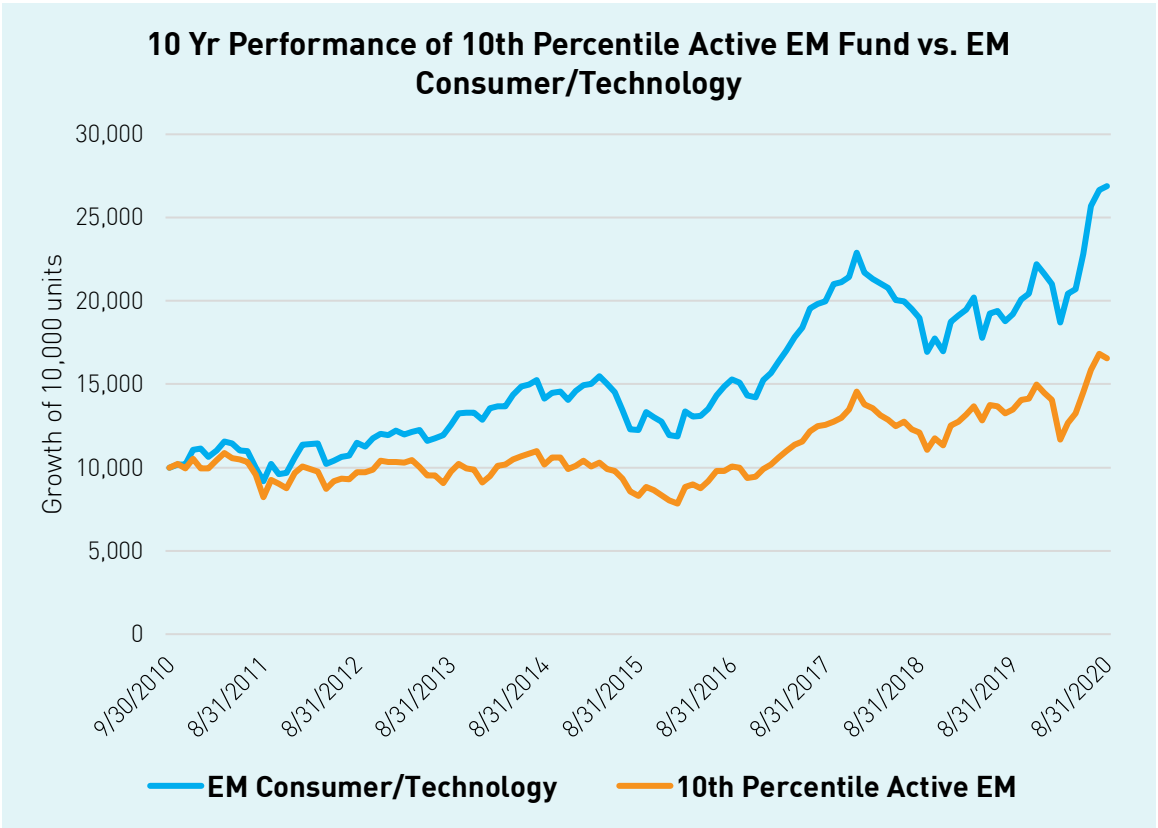
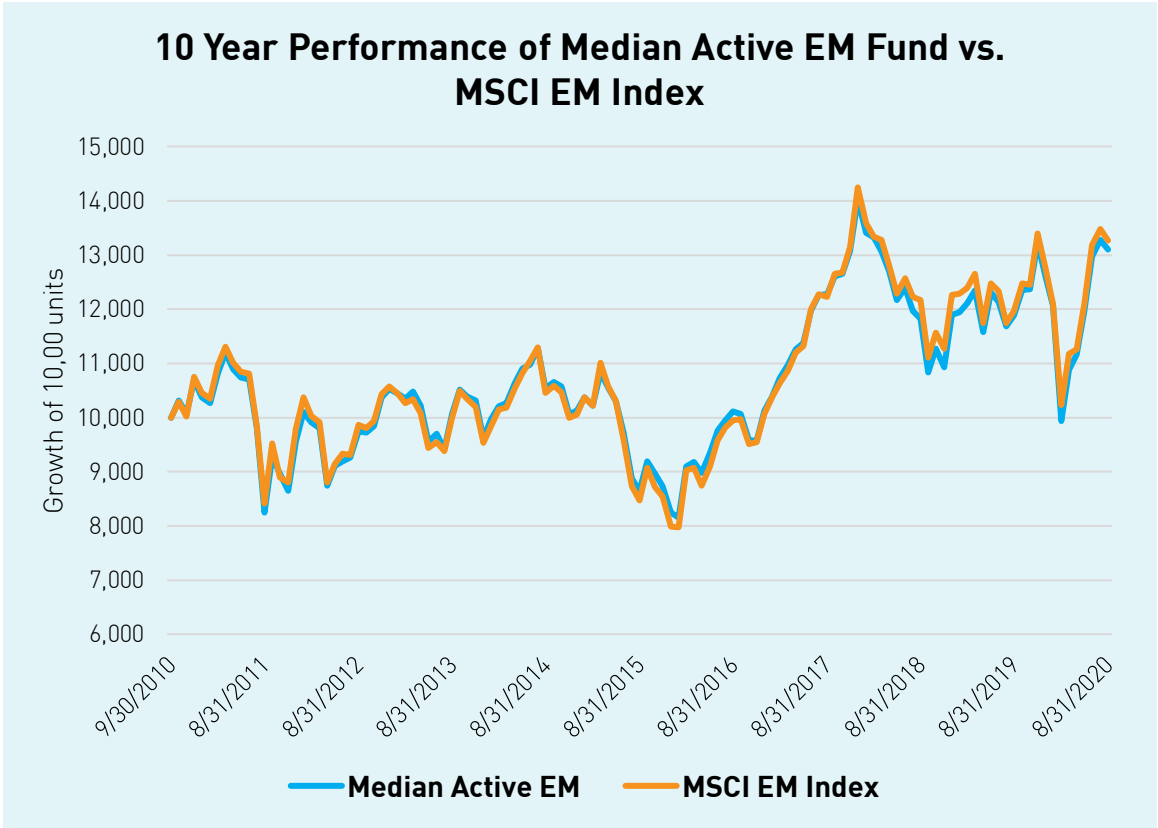
# Broad Emerging Markets are “out of favor”...



Data from Bloomberg as of 9/30/2020. See slides 23-24 for index definitions. Index returns are for illustrative purposes only. Indexes are unmanaged and one cannot invest directly in an index. Index returns do not reflect fees or other costs associated with investing. Past performance does not guarantee future returns.

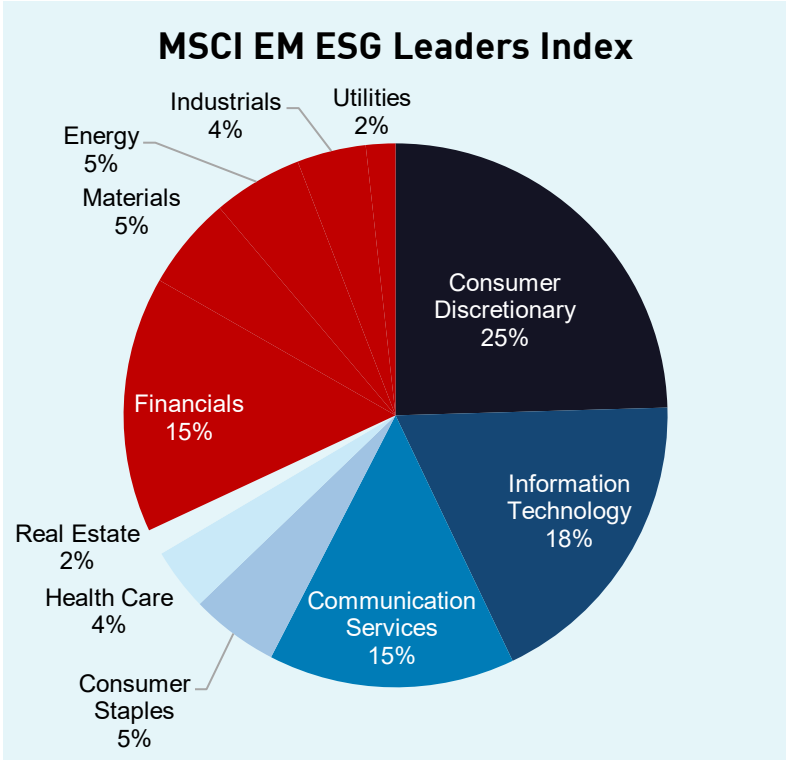
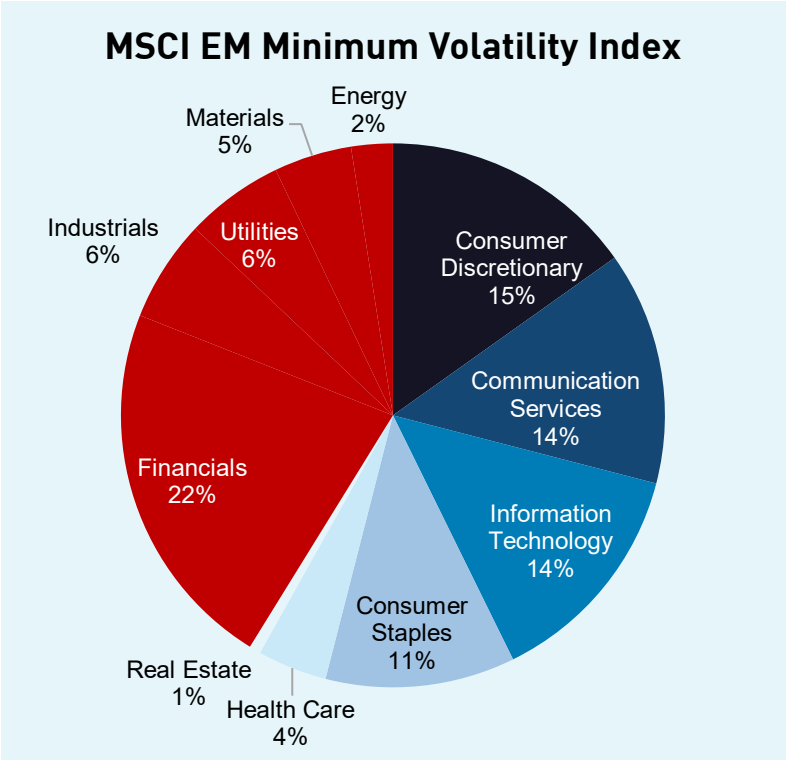
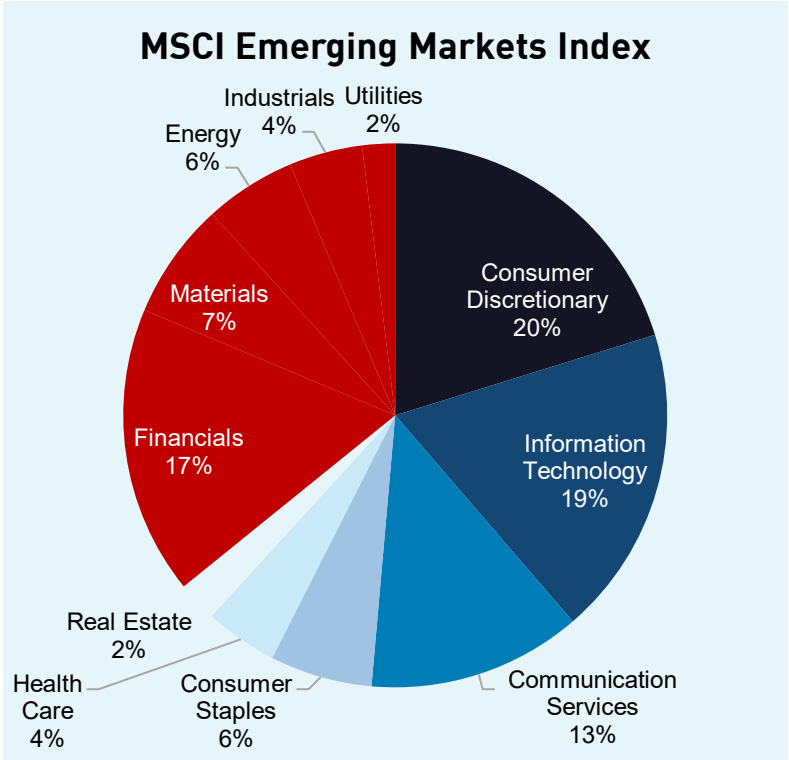
# Are top decile EM active managers merely taking advantage of index “intricacies”?

The median active EM fund performs inline with the MSCI Emerging Market Index. Meanwhile, the top decile active fund underperforms the Emerging Market Information Technology Index by a wide margin.



Data from Morningstar as of 9/30/2020. See slides 23-24 for index definitions. Index returns are for illustrative purposes only. Indexes are unmanaged and one cannot invest directly in an index. Index returns do not reflect fees or other costs associated with investing. Past performance does not guarantee future returns. Active EM median and 10<sup>th</sup> percentile ranking is determined by 10-year performance (net total return) of all funds within the Morningstar Active EM Category.

Alternative exposures include MSCI EM, EM Minimum Volatility, and EM ESG.

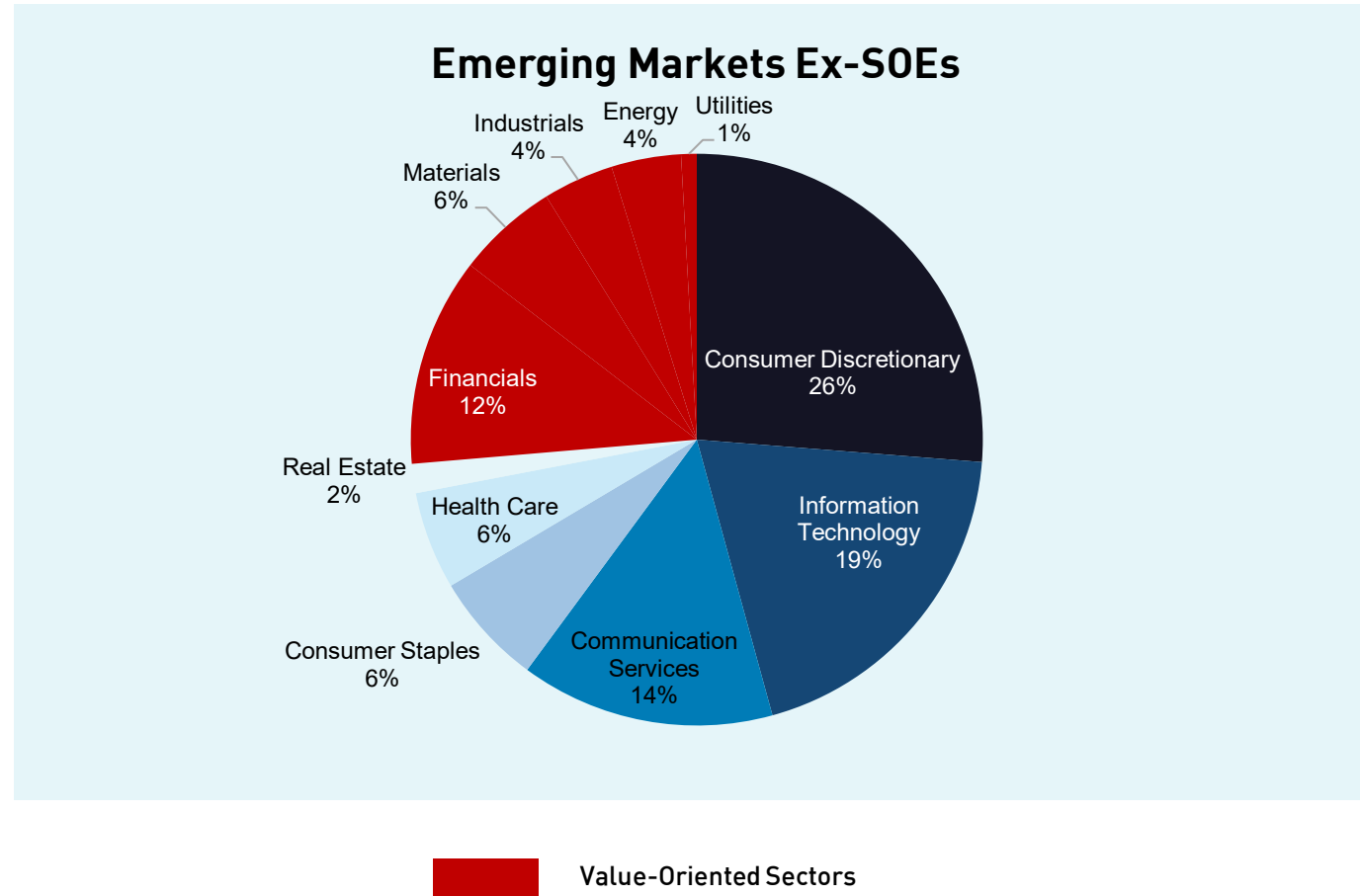


Value-Oriented Sectors

Data from Bloomberg as of 9/30/2020. See slides 23-24 for index definitions.



**We believe state-owned enterprises (SOEs) are not the issue in MSCI Emerging Markets Index. It's the sectors!  
Removing SOEs only marginally decrease one's exposure to slow-growth/value-oriented sectors.**

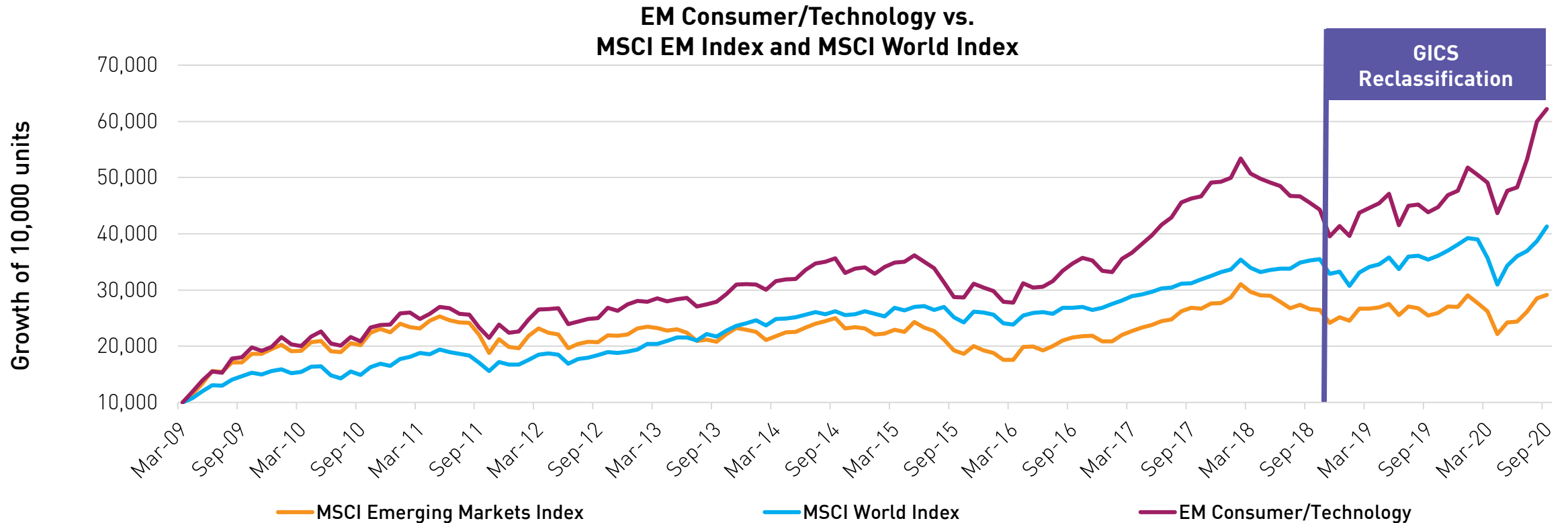


Data from Bloomberg as of 9/30/2020. See slides 23-24 for index definitions. State-Owned Enterprises as defined by MSCI are companies whose largest shareholder is a government entity or whose government ownership is over 20%.

\* Emerging Markets Ex-SOEs Index is based on the WisdomTree Emerging Markets Ex-State-owned Enterprise Index.

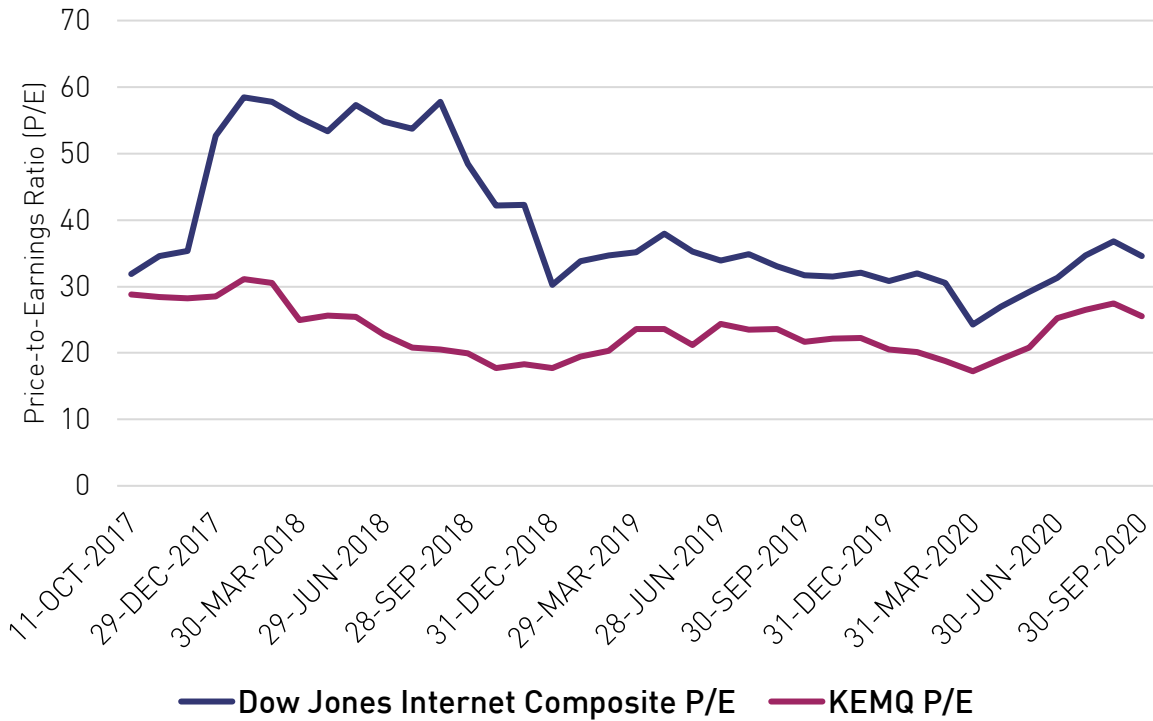
## EM consumer/technology outperformed developed and emerging markets.

- In order to show the historical performance of the EM consumer/technology sectors within the MSCI EM Index, we combined the Index's information technology, consumer discretionary, and communication services sectors. We used the sectors' pre- and post-GICS reclassification weightings pictured in slide 12.
- We found that EM consumer/technology outperformed both broad emerging markets and developed markets since the end of the recession, returning 383% against a return of 260% for the MSCI World Index and 144% for the MSCI Emerging Markets Index.

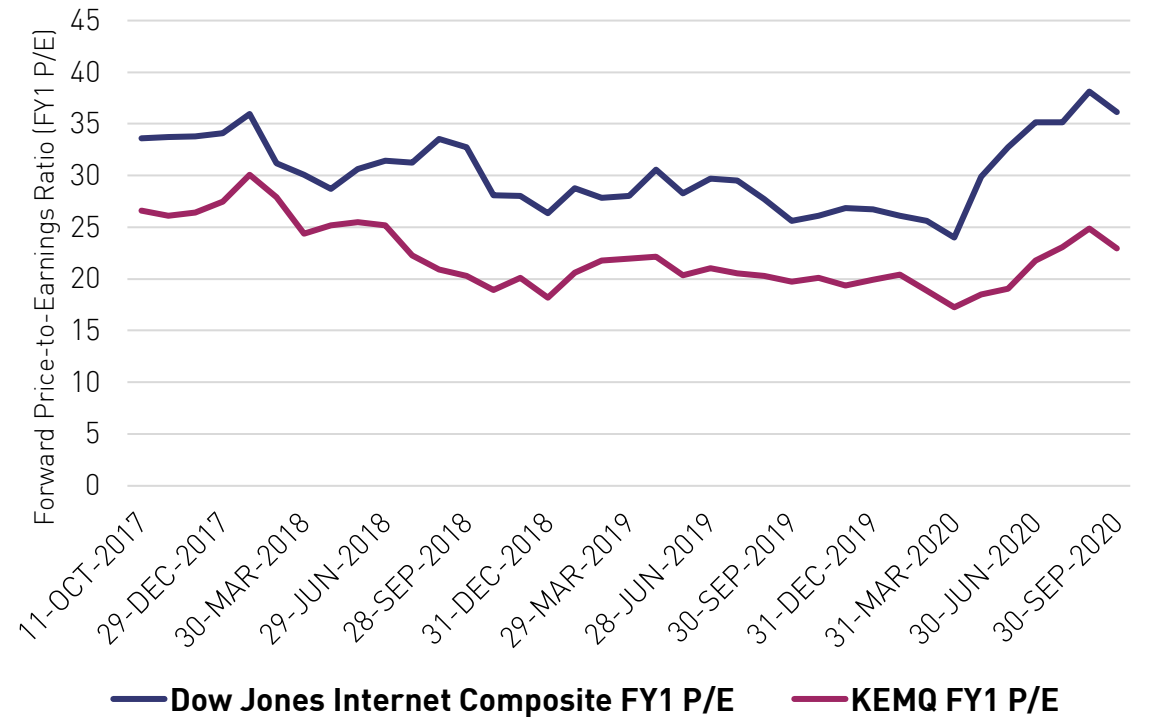


**Both KEMQ's P/E and forward P/E are lower than the US Internet sector.**

**KEMQ Price-to-Earnings Comparison**  
 (Since Inception 10/11/2017 to 9/30/2020)



**KEMQ Forward Price-to-Earnings Comparison**  
 (Since inception 10/11/2017 to 9/30/2020)



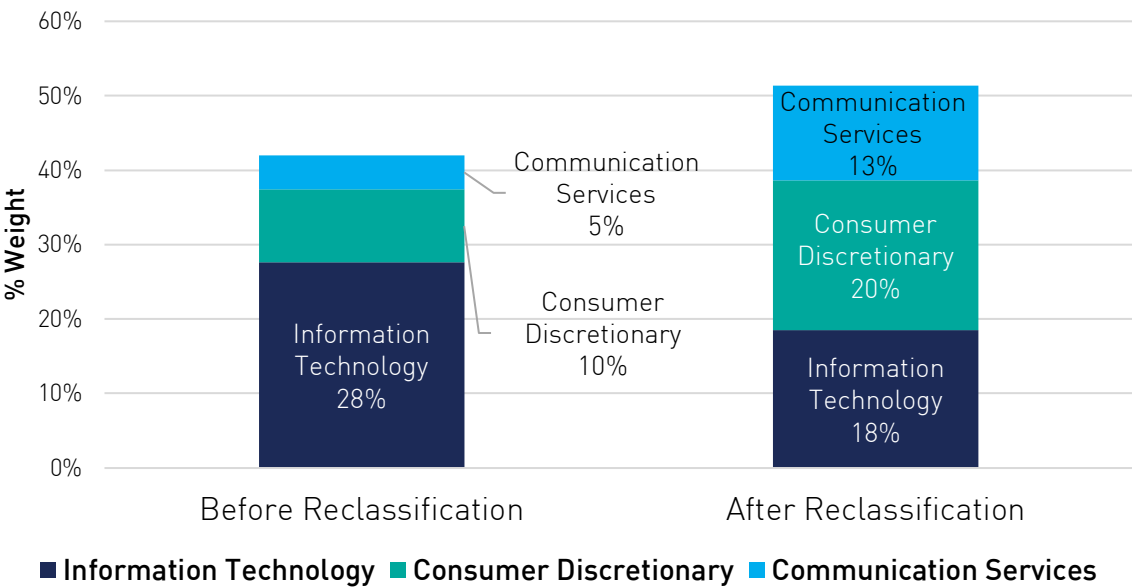
Data from FactSet as of 9/30/2020. See slides 23-24 for index definitions and slide 25 for term definitions.



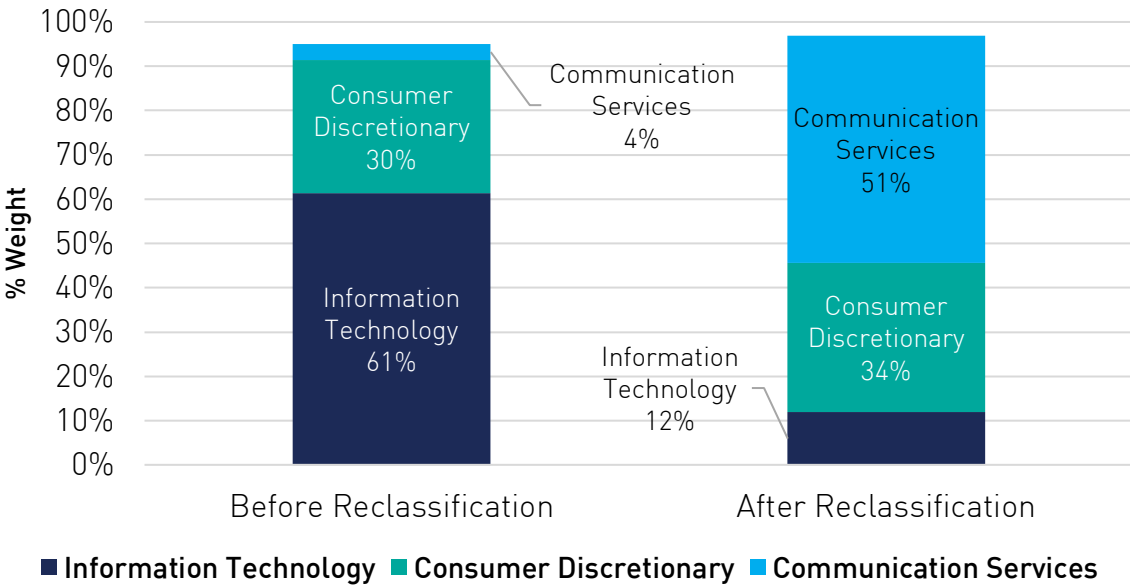
## However, capturing the performance of the EM consumer/technology sector can be complicated.

- In the past, E-Commerce and internet platforms were classified by Global Industry Classification Standards (GICS) as information technology (IT) companies.
- However, as this sector evolved, it ended up grouping social media platforms, E-Commerce, gaming, and internet companies with chip-makers and hardware companies.
- In October 2018, GICS underwent a major reclassification to resolve this issue. Information technology was left with mostly hardware companies, while E-Commerce and internet platforms were split between two other sectors: consumer discretionary and communication services (formerly telecommunication services).
- For instance, Alibaba and Mercado Libre were shifted to the consumer discretionary sector, while internet platforms, such as Baidu and Naver, were classified as communication services companies.

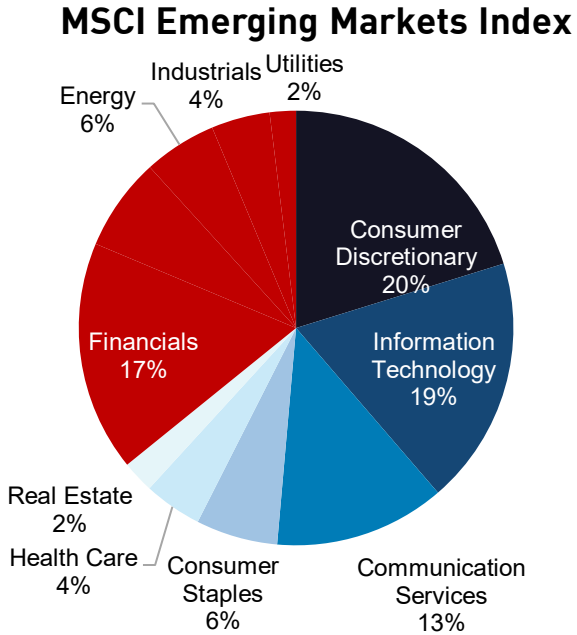
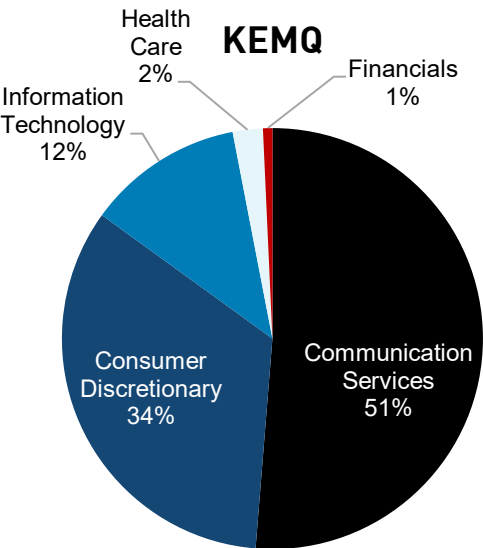
**Weight of Select Sectors within the MSCI Emerging Markets Index Before and After Reclassification**




**Weight of Select Sectors within KEMQ Before and After Reclassification**



# KEMQ offers greater exposure to growth-oriented sectors than the MSCI Emerging Markets Index.



 Value-Oriented Sectors

| Weight of Growth and Value-Oriented Sectors |              |                        |                        |                        |           |
|---|--------------|------------------------|------------------------|------------------------|-----------|
|   | 100% MSCI EM | 75% MSCI EM / 25% KEMQ | 50% MSCI EM / 50% KEMQ | 25% MSCI EM / 75% KEMQ | 100% KEMQ |
| Growth-Oriented Sectors                     | 63%          | 72%                    | 80%                    | 89%                    | 98%       |
| Value-Oriented Sectors                      | 36%          | 27%                    | 18%                    | 9%                     | 1%        |

## Sector allocation has accounted for most of KEMQ's outperformance versus the MSCI Emerging Markets Index.

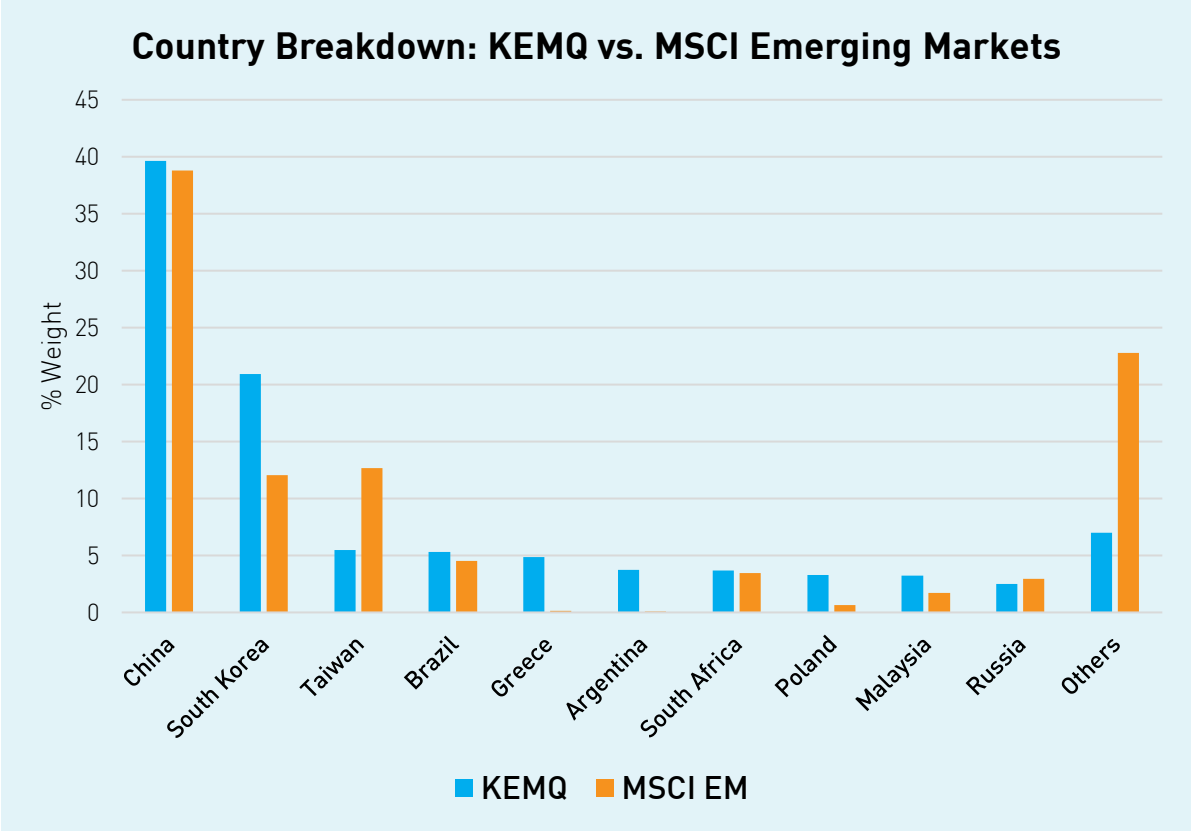
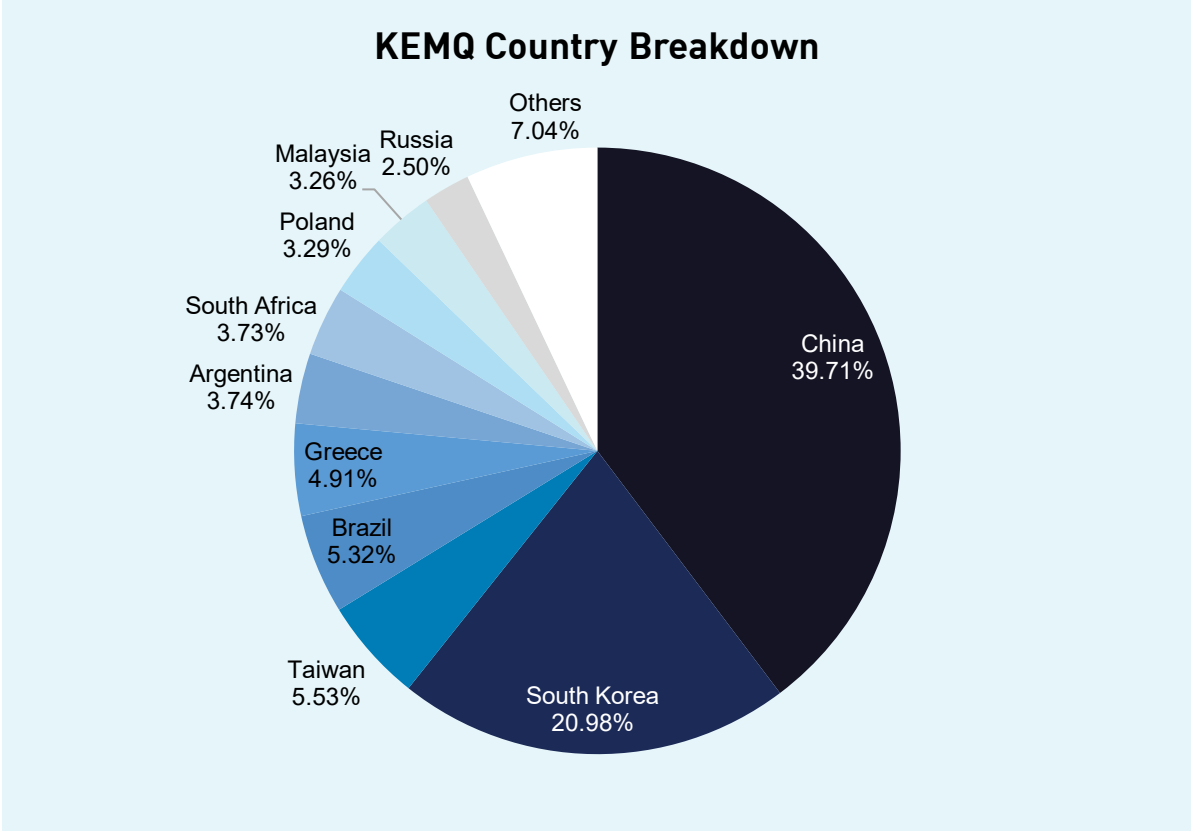
### 2-Factor Attribution: KEMQ vs. MSCI Emerging Markets Index

| Period                            | Sector Allocation Effect | Stock Selection Effect | Total Outperformance |
|-----------------------------------|--------------------------|------------------------|----------------------|
| YTD                               | <b>20.98%</b>            | -4.56%                 | 16.41%               |
| 2019                              | <b>2.98%</b>             | 6.56%                  | 9.54%                |
| Since KEMQ Inception (10/11/2017) | <b>12.59%</b>            | -5.09%                 | 7.50%                |

Data from FactSet as of 9/30/2020. See slides 23-24 for index definitions. The performance data quoted represents past performance. Past performance does not guarantee future results.



Our index filtering process also results in a very different country breakdown than traditional emerging markets.



Data from Bloomberg as of 9/30/2020. See slides 23-24 for index definitions.  
 \*Others includes Thailand, Mexico, Cyprus, Puerto Rico, and India.

A maximum weight of 40% per Country of Domicile is applicable. If the 40% cap is breached, the following steps will be taken: Stocks from the respective Country of Domicile which have the smallest Market Capitalization values are removed until country weight is below or equal to 40%. To reach 50 companies in the index once again, companies from the eligible universe (excluding respective Country of Domicile) are selected based on highest Market Capitalization.

In order to deliver a precise representation of the emerging markets consumer technology opportunity, we worked with Solactive to develop the Solactive Emerging Markets Consumer Technology Index.



Diversification does not ensure a profit or guarantee against a loss.

## Emerging market internet companies around the world

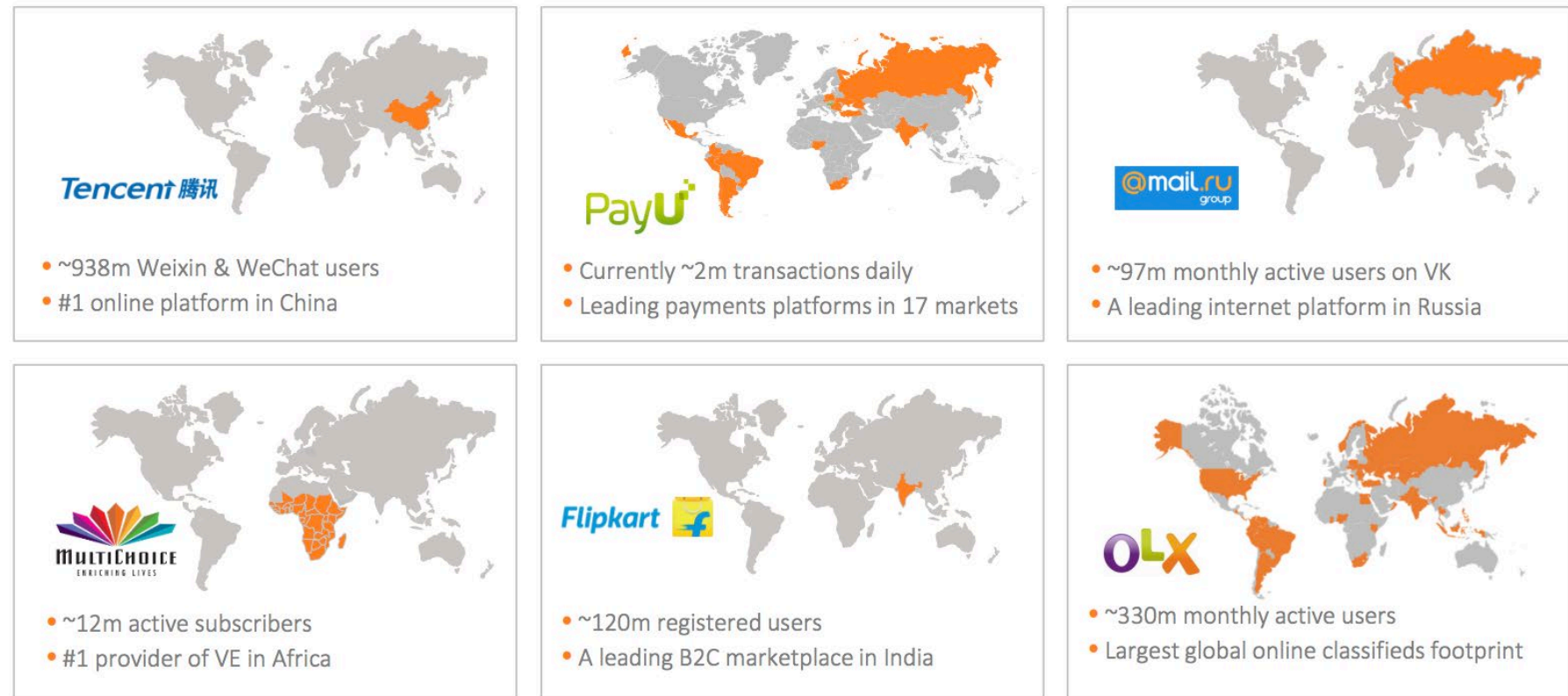




Naspers is a global internet and entertainment group that has grown into one of the largest technology investors in the world. The company's investments span the globe and are organized into six business areas: Classifieds, Payments, B2C E-Commerce, Ventures, Video Entertainment, and Media<sup>1</sup>.











### Naspers has invested in technology companies across the developing world

- Naspers was founded in South Africa in 1915 as a publisher and printer of magazines.
- Naspers has become one of the world's leading technology investors.
- Naspers is Tencent's largest single shareholder, owning over 30% of the company's stock.<sup>2</sup>
- Naspers also has a stake in significant publicly traded companies like Mail.ru and private investments such as Indian E-Commerce company Flipkart.



1. Naspers, "Financial results presentation for the year ended 31 March 2018", retrieved 6/30/2020.  
 2. Data from Bloomberg as of 6/30/2020.

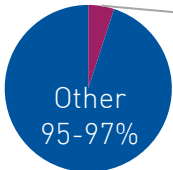
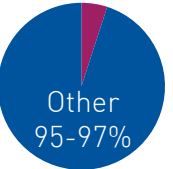
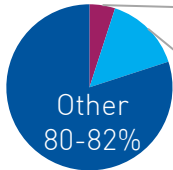
The KraneShares Emerging Markets Consumer Technology ETF (Ticker: KEMQ) tracks a variety of companies throughout key emerging market countries.

| Top locations and % weight within KEMQ |       | Top Holding in country      | Holding % Weight | Company Logo  | Company description   |
|--|-------|-----------------------------|------------------|---|---|
| China                                  | 39.65 | <b>BAIDU</b>                | 3.74             |   | Baidu Inc. operates an internet search engine. The company offers algorithmic search, enterprise search, news, MP3, and image searches, voice assistance, online storage, and navigation services. Baidu serves clients globally.   |
| South Korea                            | 20.95 | <b>NAVER CORP</b>           | 3.49             |    | NAVER Corporation provides Internet site with web portal services, such as search engine, online game, and content development. The Company also offers online marketing service through banner advertisement and e-commerce services. The company owns the popular Line app, which is used primarily used in Japan and South Korea but also present in over 230 countries worldwide. Line offers services similar to WhatsApp and WeChat |
| Taiwan                                 | 5.52  | <b>CHUNGHWA TELECOM</b>     | 2.52             |   | Chunghwa Telecom Co. Ltd. Provides local, domestic, and international long distance services. The company also offers wireless telecommunication, paging, and internet services.  |
| Brazil                                 | 5.31  | <b>PAGO SEGURO</b>          | 2.54             |    | Pago Seguro Digital Ltd. Provides financial technology services. The company offers multiple digital payment solutions, in-person payments via point of sales devices, and prepaid cards services. Pago Seguro Digital serves clients in Brazil and the United States.  |
| Greece                                 | 4.90  | <b>OPAP SA</b>              | 2.53             |    | Opap SA accepts bets on sporting events and lottery games. The company organizes and manages bets on soccer games and horse racing. Opap serves customers in Greece.  |
| Argentina                              | 3.73  | <b>MERCADOLIBRE INC</b>     | 3.73             |    | MercadoLibre Inc. operates an online trading site for the Latin American markets. The Company's website allows businesses and individuals to list items and conduct sales and purchases online in either a fixed-price or auction format. MercadoLibre offers classified advertisements for motor vehicles, vessels, aircraft, real estate and services, and offers online payment services.  |
| South Africa                           | 3.72  | <b>NASPERS LTD</b>          | 3.72             |   | As a holding company, Naspers mainly grows through acquisitions and equity stakes in companies in emerging markets. It also plans to focus on investment in technology; the company has worked to upgrade and improve its subscriber and user platforms by investing in e-commerce transaction platforms and instant-messaging communication.   |
| Poland                                 | 3.28  | <b>CYFROWY POLSAT SA</b>    | 2.56             |  | Cyfrowy Polsat, S.A. offers broadcast satellite subscription television services and mobile telephony in Eastern and Central Europe. The Company distributes signal decoders and offers a variety of television and radio channels.   |
| Malaysia                               | 3.25  | <b>TELEKOM MALAYSIA BHD</b> | 2.53             |  | Telekom Malaysia Berhad establishes, provides, and maintains telecommunication and related services. Through its subsidiaries, the Company provides payphone network, mobile telecommunication, public telephone, and leasing of optical fiber telecommunication system services. Telekom also manages and operates Kuala Lumpur Tower and provides intelligent security services   |
| Russia                                 | 2.50  | <b>MAIL.RU GROUP</b>        | 3.72             |  | Mail.Ru Group Ltd. offers Internet access services in Russia. The Company also operates social networking websites, instant messaging networks, an email service, and an online games company.  |

Data is for informational purposes only and does not represent the ETF. Sector and country weightings from Bloomberg as of 9/30/2020. Company descriptions from Bloomberg as of 12/31/2019. See page 21 for top 10 holdings.

## We believe using KEMQ to augment or replace an existing exposure to broad EM may provide performance benefits.

- We have found that investors tend to fall into one of three camps: no EM exposure, some exposure, or significant exposure.
- We have mapped out how KEMQ (EM Growth) may fit into each of these three investors' portfolios.

| Investor Type  |      | Hypothetical Portfolio   |
|--|------|--|
| <b>Hypothetical Investor 1:</b><br>No EM Exposure          |      | <b>Hypothetical Portfolio 1</b><br>   |
| Current Allocation:  | 0%   |  |
| <b>Hypothetical Investor 2:</b><br>Some EM Exposure        |      | <b>Hypothetical Portfolio 2</b><br>  |
| Current Allocation:  | 3-5% |  |
| <b>Hypothetical Investor 3:</b><br>Significant EM Exposure |      | <b>Hypothetical Portfolio 3</b><br> |
| Current Allocation:  | 20%  |  |



## KraneShares Emerging Markets Consumer Technology ETF

### Investment Strategy:

KEMQ seeks to track the Solactive Emerging Markets Consumer Technology Index. The Index selects companies from 26 eligible countries within emerging markets whose primary business or businesses are internet retail, internet software/services, purchase, payment processing, or software for internet and E-Commerce transactions.

| Fund Details                                | Data as of 9/30/2020                                 |
|---|--|
| Primary Exchange                            | NYSE   |
| CUSIP                                       | 500767876  |
| ISIN  | US5007678767   |
| Total Annual Fund Operating Expense (Gross) | 0.81%  |
| Total Annual Fund Operating Expense (Net)*  | 0.61%  |
| Inception Date                              | 10/11/2017   |
| Distribution Frequency                      | Annual   |
| Index Name                                  | Solactive Emerging Markets Consumer Technology Index |
| Net Assets                                  | \$139,819,260  |
| Number of Holdings                          | 54   |

| Top 10 Holdings as of 9/30/2020 Holdings are subject to change. | Ticker    | %    |
|---|-----------|------|
| BAIDU INC - SPON ADR  | BIDU      | 3.74 |
| MERCADOLIBRE INC  | MELI      | 3.73 |
| NASPERS LTD-N SHS   | NPN SJ    | 3.72 |
| ALIBABA GROUP HOLDING LTD                                       | 9988 HK   | 3.70 |
| TAL EDUCATION GROUP- ADR  | TAL       | 3.69 |
| JD.COM INC-ADR  | JD        | 3.59 |
| TENCENT HOLDINGS LTD  | 700 HK    | 3.57 |
| NETEASE INC-ADR   | NTES      | 3.50 |
| NAVER CORP  | 035420 KS | 3.49 |
| KAKAO CORP  | 035720 KS | 3.40 |

### KEMQ Performance History as of 09/30/2020:

|               | Cumulative % |        |                 | Average Annualized % |      |      |                 |
|---------------|--------------|--------|-----------------|----------------------|------|------|-----------------|
|               | 3 Mo         | 6 Mo   | Since Inception | 1 Yr                 | 3 Yr | 5 Yr | Since Inception |
| Fund NAV      | 7.58%        | 43.02% | 13.79%          | 30.92%               | –    | –    | 4.45%           |
| Closing Price | 8.15%        | 43.50% | 14.53%          | 32.56%               | –    | –    | 4.67%           |
| Index         | 7.72%        | 43.63% | 18.14%          | 31.38%               | –    | –    | 5.77%           |

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 investors 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.

\*Fee waivers are contractual and in effect until August 1, 2021

## Key Takeaways

- Our China experience has allowed us to identify and deliver extraordinary opportunities across emerging markets
- The three P's will shape buying behavior for decades to come
  - **Population:** The middle class consumer
  - **Penetration:** Rapid internet adoption
  - **Performance:** The growth of technology platforms
- Many of the themes and opportunities that we observe in China extend across the Emerging Markets and include the consumer, technology, healthcare, the environment and electric vehicles



### Index Definitions:

**The MSCI Emerging Markets Net USD Index:** Captures large and mid cap representation across 23 Emerging Markets (EM) countries.

**MSCI World Net USD Index:** The MSCI World Index is a free-float weighted equity index. It was developed with a base value of 100 as of December 31, 1969. The index includes developed world markets and does not include emerging markets.

**The Solactive Emerging Markets Consumer Technology Index:** The Solactive Emerging Markets Consumer Technology Index selects companies from 26 eligible countries within emerging markets whose primary business or businesses are internet retail, internet software/services, purchase, payment processing, or software for internet and E-Commerce transact.

**The S&P 500 Index:** The S&P 500 Index is an American stock market index based on the market capitalization of the 500 largest companies having common stock listed on the NYSE or NASDAQ. countries in the universe prior to the removal of state-owned enterprises while also limiting sector deviations to 3% of the starting universe. The index was launched on August 18, 2014.

**Dow Jones Internet Composite Index:** The index is designed to measure the performance of the 40 largest and most actively traded stocks of U.S. companies in the internet industry. To be eligible for the index, a company must derive at least 50% of cash flows from the internet.

**WisdomTree Emerging Markets ex-State-Owned Enterprises Index:** The Index measures the performance of emerging markets stocks that are not state-owned enterprises. State-owned enterprises are defined as government ownership of more than 20% of outstanding shares of companies. The index employs a modified float-adjusted market capitalization weighting process to target the weights of

**MSCI Emerging Markets (EM) Minimum Volatility (USD) Index:** The Index aims to reflect the performance characteristics of a minimum variance strategy applied to large and mid cap equities across 26 Emerging Markets countries\*. The index is calculated by optimizing the MSCI Emerging Markets Index, its parent index, for the lowest absolute risk (within a given set of constraints).

**Morningstar Active EM Category (Morningstar Diversified Emerging Markets Universe):** This is an index composed of funds and their constituents that have been identified by Morningstar as falling under the category of “Diversified emerging-markets portfolios.” Diversified emerging-markets portfolios tend to divide their assets among 20 or more nations, although they tend to focus on the emerging markets of Asia and Latin America rather than on those of the Middle East, Africa, or Europe. These portfolios invest at least 70% of total assets in equities and invest at least 50% of stock assets in emerging markets.

**MSCI EM ESG Leaders Gross USD Index:** The MSCI Emerging Markets (EM) ESG Leaders Index is a capitalization weighted index that provides exposure to companies with high Environmental, Social, and Governance (ESG) performance relative to their sector peers. MSCI EM ESG Leaders Index consists of large and mid cap companies across 26 Emerging Markets (EM) countries. The Index is designed for investors seeking a broad, diversified sustainability benchmark with relatively low tracking error to the underlying equity market. This index is a member of the MSCI ESG Leaders Index series. Constituent selection is based on data from MSCI ESG Research. The index was launched on June 6, 2013.

**MSCI Emerging Markets Consumer Discretionary USD Net Index:** The MSCI Emerging Markets Consumer Discretionary Index captures large and mid cap representation across 26 Emerging Markets (EM) countries. All securities in the index are classified in the Consumer Discretionary sector as per the Global Industry Classification Standard (GICS). The index was launched on January 1, 2001.

### Index Definitions (cont.):

**MSCI Emerging Markets Consumer Discretionary Net USD Index:** The MSCI Emerging Markets Consumer Discretionary Index captures large and mid cap representation across 26 Emerging Markets (EM) countries. All securities in the index are classified in the Consumer Discretionary sector as per the Global Industry Classification Standard (GICS). The index was launched on January 1, 2001.

**MSCI Emerging Markets Information Technology USD Gross Index:** The MSCI Emerging Markets Information Technology Index is designed to capture the large to mid-cap segments across 26 Emerging Markets (EM) countries. All securities in the index are classified in the Information Technology sector according to the Global Industry Classification Standard (GICS). The index was launched on September 15, 1999.

**MSCI Emerging Markets Communication Services Gross USD Index:** The MSCI Emerging Markets Information Technology Index is designed to capture the large to mid-cap segments across 26 Emerging Markets (EM) countries. All securities in the index are classified in the Communication Services sector according to the Global Industry Classification Standard (GICS). The index was launched on September 15, 1999.

#### Term Definitions:

**Emerging Markets Consumer/Technology:** Prior to the GICS reclassification in October 2018, this is defined as 28% MSCI Emerging Markets Information Technology Index, 10% the MSCI Emerging Markets Consumer Discretionary Index, and 5% the MSCI Emerging Markets Communication Services Index. After the reclassification, this is defined as 15% the MSCI Emerging Markets Information Technology Index, 14% the MSCI Emerging Markets Consumer Discretionary Index, and 11% the MSCI Emerging Markets Communication Services Index.

**Price-to-Earnings Ratio (P/E):** A company's price per share divided by the company's current earnings per share. The ratio is widely used as a valuation metric.

**Forward Price-to-Earnings Ratio (FY1 P/E):** A company's price per share divided by the company's estimated earnings per share for the next fiscal year. The ratio is widely used as a forward-looking valuation metric.



## 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.**

## Risk Disclosures

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. In addition to the normal risks associated with investing, investments in smaller companies typically exhibit higher volatility.

Narrowly focused investments typically exhibit higher volatility. The ability of the Emerging Markets Consumer Technology Index ETF to achieve its investment objective is dependent, in part, on the continuous availability of A Shares and the ability to obtain, if necessary, additional A Shares quota. The fund may invest in derivatives, which are often more volatile than other investments and may magnify the Fund's gains or losses. The Fund may engage in securities lending. The Fund is non-diversified.

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).

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