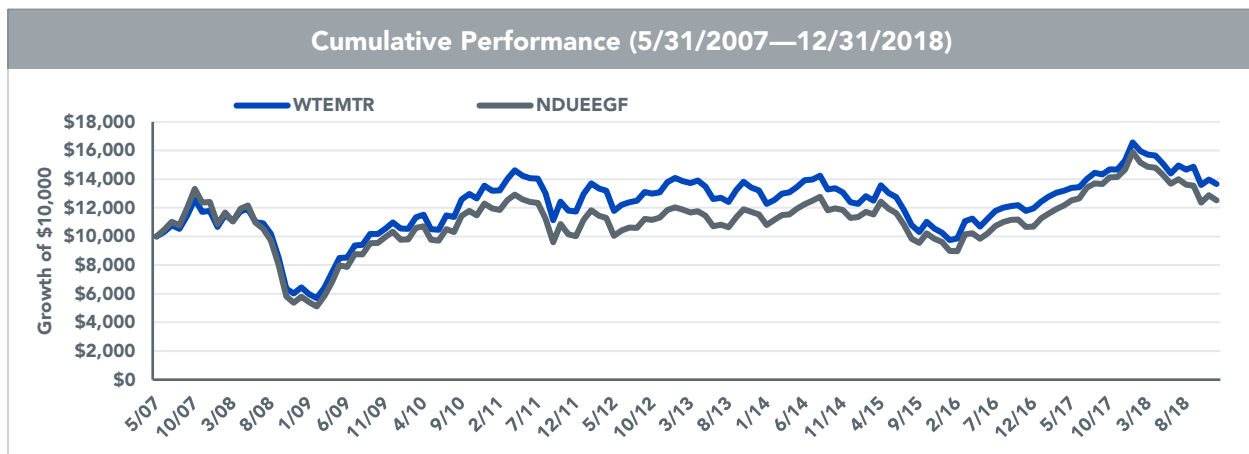


WisdomTree Emerging Markets Dividend Fund

DVEM

In the past few decades, index-based investment strategies have gained traction for obtaining exposure to broad asset classes. Numerous benefits of the passively managed ETF wrapper—including easy access to diversification, generally low fees in comparison to active strategies, tax efficiency and daily transparency of holdings—have helped these types of strategies gain in popularity. While the first set of indexes were traditional market cap-weighted offerings, a growing body of evidence suggests that a rules-based approach to indexing can add significant value.

Take dividends as an example. At WisdomTree, we believe that dividends provide an objective measure of a company’s health and profitability—one that cannot be affected by accounting methods or government decisions. We have been weighting by dividends since WisdomTree launched its first exchange-traded funds (ETFs) in 2006. This methodology of weighting by their *Dividend Stream®* can help magnify the effects dividends have on performance, potentially increasing return or reducing volatility¹ compared to traditional market capitalization-weighted² strategies. A potential benefit of this approach to investing is evident in the live performance track record of the WisdomTree Emerging Markets Dividend Index.



This chart illustrates how a hypothetical investment of \$10,000 might have grown. The calculations assume reinvestment of dividends and do not reflect transaction and other costs.

Index	Avg. Ann. Return	Avg. Ann. Std. Dev.	Sharpe Ratio	vs. MSCI Emerging Markets Index	
				Beta	Correlation
WisdomTree Emerging Markets Dividend Index (WTEMTR)	2.73%	20.68%	0.10	0.91	0.98
MSCI Emerging Markets Index (NDUEEGF)	1.96%	22.36%	0.05	1.00	1.00

Sources: WisdomTree, FactSet, 5/31/2007 - 12/31/2018. Start date reflects WisdomTree Index inception. Past performance is not indicative of future results. You cannot invest directly in an index. Index performance does not represent actual fund or portfolio performance. A fund or portfolio may differ significantly from the securities included in the index. Index performance assumes reinvestment of dividends but does not reflect any management fees, transaction costs or other expenses that would be incurred by a portfolio or fund, or brokerage commissions on transactions in fund shares. Such fees, expenses and commissions could reduce returns.

¹ Volatility: A measure of the dispersion of actual returns around a particular average level.

² Market capitalization weighting: Market cap = share price x number of shares outstanding. Firms with the highest values receive the highest weights.

The Difference Dividend Weighting Makes (Hypothetical Illustration)

Hypothetical Universe				Market Cap Weighted			Dividend Stream Weighted		
Company	Market Cap (\$B)	Dividend Stream (\$B)	Dividend Yield	Constituent Weight	Investment	Dividend Income	Constituent Weight	Investment	Dividend Income
A	\$400	\$10.0	2.50%	50%	\$50,000	\$1,250	40%	\$40,000	\$1,000
B	\$200	\$3.0	1.50%	25%	\$25,000	\$375	12%	\$12,000	\$180
C	\$200	\$12.0	6.00%	25%	\$25,000	\$1,500	48%	\$48,000	\$2,880
Totals	\$800	\$25.0	-	-	\$100,000	\$3,125	-	\$100,000	\$4,060
						Portfolio Dividend Yield	3.13%	Portfolio Dividend Yield	4.06%

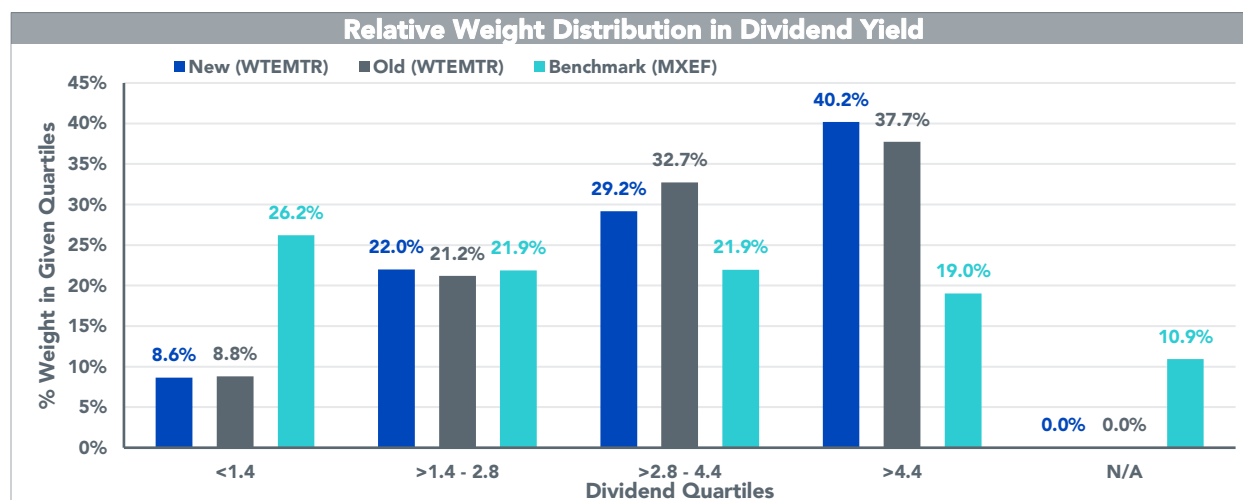
Source: WisdomTree. For illustrative purposes only. Does not reflect an actual investment.

A Methodology That Tilts Total Returns Toward Dividends

Most equity indexes have two components driving total returns—price return and dividend return. The price return reflects changes in the share prices of the underlying constituent, and the dividend return is a result of dividend payments. Dividend-focused methodologies tilt the profile of total returns toward dividends. The potential for risk-adjusted outperformance demonstrated by Wharton Professor Jeremy Siegel's research is the foundation upon which the WisdomTree Emerging Markets Dividend Index was built. At its core, the methodology focuses on:

Stock Selection—Our dividend strategies start with a universe of all dividend-paying companies meeting WisdomTree's market capitalization and liquidity³ requirements. From there, we make any appropriate size and yield cuts depending on the focus of the strategy (Large, Mid, Small, High Dividend).

Downside Protection—By dividend weighting our strategy, the portfolio takes on some unique “lower beta” tilts relative to a market cap-weighted approach. The portfolio has tended to be overweight higher-yielding sectors such as utilities, real estate and consumer staples, which are typically more defensive.



Sources: WisdomTree, FactSet, as of 09/30/2018, the date of the WisdomTree index reconstitution. N/A category includes non-dividend-paying companies and companies for which dividend data was unavailable. Quartiles are defined excluding the N/A category. Benchmark (MXEF) refers to the MSCI Emerging Markets Index, and New (WTEMTR) and Old (WTEMTR) refer to the WisdomTree Emerging Markets Dividend Index. Note that the "Old" and "New" designations refer to WisdomTree Emerging Markets Dividend Index's constituents right before and right at the index reconstitution. Weights subject to change. You cannot invest directly in an index.

³ Liquidity: The degree to which an asset or security can be bought or sold in the market without affecting the asset's price. Liquidity is characterized by a high level of trading activity. Assets that can be easily bought or sold are known as liquid assets.

The Impact of Dividend Weighting on the Portfolio

We see a profile of the WisdomTree Emerging Markets Dividend Index weight broken down by the quartile segment of the MSCI Emerging Markets Index's dividend payers. It is important to note that beyond the quartiles, the MSCI Emerging Markets Index had a more significant portion of its weight in non-dividend-paying companies, while the WisdomTree Emerging Markets Dividend Index held much of its weight in the highest dividend-paying quartile.

The WisdomTree Emerging Markets Dividend Fund seeks to track the price and yield performance of the WisdomTree Emerging Markets Dividend Index, before fees and expenses.

Quick Facts	
Ticker	DVEM
Exchange	Cboe
Expense Ratio (Gross)	32bps ⁴
Expense Ratio (Net)	32bps
Structure	Open-end ETF
Exposure	Dividend-paying stocks
Rebalancing	The portfolio is rebalanced on an annual basis.

⁴ Basis points (bps): 1/100th of 1 percent.

Definitions and Disclosures

Risk Adjusted: Returns measured in relation to their own variability. High returns with a high level of risk indicate a lower probability that actual returns were close to average returns. High returns with a low level of risk would be more desirable, as they indicate a higher probability that actual returns were close to average returns. **Passively managed:** Strategies that take a rules-based approach with regular rebalancing schedules that are not changed due to market conditions. **Actively managed:** Strategies that attempt to outperform the market by selecting securities a portfolio manager believes to be best. **Average annual returns:** Mean of annual returns for the historical period. **Standard deviation:** A measure of how widely an investment or investment strategy's returns move relative to its average returns for an observed period. A higher value implies more "risk," in that there is more of a chance the actual return observed is farther away from the average return. **Sharpe ratio:** Measure of risk-adjusted return. Higher values indicate greater return per unit of risk, specifically standard deviation, which is viewed as being desirable. **Beta:** Measure of the volatility of an index or investment relative to a benchmark. A reading of 1.00 indicates that the investment has moved in lockstep with the benchmark; a reading of -1.00 indicates that the investment has moved in the exact opposite direction of the benchmark. **Correlation:** Statistical measure of how two sets of returns move in relation to each other. Correlation coefficients range from -1 to 1. A correlation of 1 means the two subjects of analysis move in lockstep with each other. A correlation of -1 means the two subjects of analysis have moved in exactly opposite directions. **Dividend yield:** A financial ratio that shows how much a company pays out in dividends each year relative to its share price. **Dividend Stream:** Refers to the regular dividends per share multiplied by the number of shares outstanding.

WisdomTree Emerging Markets Dividend Index: The WisdomTree Emerging Markets Dividend Index is a fundamentally weighted index that measures the performance of dividend-paying stocks selected from the following 17 emerging market nations: Brazil, Chile, China, Czech Republic, Hungary, India, Indonesia, Korea, Malaysia, Mexico, Philippines, Poland, Russia, South Africa, Taiwan, Thailand, Turkey. Companies are weighted in the Index based on annual cash dividends paid. The Index was established with a base value of 300 on May 31, 2007. The Index is calculated in US dollars and is updated to reflect market prices and exchange rates. Closing or last-sale prices are used when non-U.S. markets are closed. **MSCI Emerging Markets Index:** The MSCI Emerging Markets Index is a free float-adjusted market capitalization index that is designed to measure emerging markets equity performance.

Investors should carefully consider the investment objectives, risks, charges and expenses of the Funds before investing. To obtain a prospectus containing this and other important information, please call 866.909.9473, or visit WisdomTree.com to view or download a prospectus. Investors should read the prospectus carefully before investing.

There are risks associated with investing, including possible loss of principal. Foreign investing involves special risks, such as risk of loss from currency fluctuation or political or economic uncertainty. Investments in emerging or offshore markets are generally less liquid and less efficient than investments in developed markets and are subject to additional risks, such as risks of adverse governmental regulation and intervention or political developments. Heightened sector exposure increases the Fund's vulnerability to any single economic, regulatory or other development impacting that sector. This may result in greater share price volatility. The Fund invests in the securities included in, or representative of, its Index regardless of their investment merit, and the Fund does not attempt to outperform its Index or take defensive positions in declining markets. Due to the investment strategy of this Fund, it may make higher capital gain distributions than other ETFs. Please read the Fund's prospectus for specific details regarding the Fund's risk profile.

Dividends are not guaranteed, and a company currently paying dividends may cease paying dividends at any time. Diversification does not ensure a profit or protect against loss.

Unless otherwise stated, the data source is WisdomTree.

You cannot invest directly in an index. Additional index information is available at www.wisdomtree.com

Neither WisdomTree Investments, Inc., nor its affiliates, nor Foreside Fund Services, LLC, or its affiliates provide tax advice. All references to tax matters or information provided in this material are for illustrative purposes only and should not be considered tax advice and cannot be used for the purpose of avoiding tax penalties. Investors seeking tax advice should consult an independent tax advisor.

WisdomTree Funds are distributed by Foreside Fund Services, LLC, in the U.S. only.

WTGM-1594