

## THE DIVIDENDS OF OUR DIVIDEND APPROACH? WE OUTPERFORMED THE MAJORITY OF PEERS<sup>1</sup>.

Our family of domestic dividend exchange-traded Funds (ETFs) has outperformed the majority of peers in their respective MorningStar Category over the long term.

How did they do it? Simple. They're built differently, so they perform differently.

At WisdomTree, we:

- + Use a rules-based process to selecting stocks
- + Weight stocks by their contribution to the *Dividend Stream*<sup>2</sup>
- + Rebalance to relative value on an annual basis

Percentile Rank In Respective Morningstar Category (As of 12/31/2018)							
Ticker	Fund	Fund Inception Date	Morningstar Category	1-Year	5-Year	10-Year	Since Fund Inception
DTD	WisdomTree U.S. Total Dividend Fund	6/16/2006	Large Value <sup>3</sup>	23%	6%	12%	15%
DTN	WisdomTree U.S. Dividend ex-Financials Fund	6/16/2006	Large Value	59%	35%	9%	14%
DLN	WisdomTree U.S. LargeCap Dividend Fund	6/16/2006	Large Value	19%	5%	17%	17%
DHS	WisdomTree U.S. High Dividend Fund	6/16/2006	Large Value	29%	14%	20%	48%
DON	WisdomTree U.S. MidCap Dividend Fund	6/16/2006	Mid-Cap Value <sup>4</sup>	12%	1%	1%	6%
DES	WisdomTree U.S. SmallCap Dividend Fund	6/16/2006	Small Value <sup>5</sup>	19%	11%	27%	21%

Past performance is not indicative of future results.

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Number Of Funds In Each Respective Category (As of 12/31/2018)				
Morningstar Category	1-Year	5-Year	10-Year	Since Fund Inception
Large Value - DTD, DTN, DLN, DHS	1,251	943	697	567
Mid-Cap Value - DON	418	307	218	177
Small Value - DES	418	328	228	183

Sources: Morningstar, WisdomTree.

<sup>1</sup> Peers: Includes Active Managers and Index Funds. Active Manager: Investment manager with a mandate that does not include tracking the returns of an Index after requisite costs, fees and expenses.

<sup>2</sup> Dividend Stream: Indicated dividends per share x shares outstanding, added up for all constituent firms within the WisdomTree Dividend Index. Indicated dividends refers to the dividends per share that a company has announced it will pay in the coming year.

<sup>3</sup> Large Value: Reflects the U.S. Large-Cap Value universe comprised of open-end mutual funds and exchange-traded funds that Morningstar classifies as Large-Cap Value.

<sup>4</sup> Mid-Cap Value: Reflects the U.S. Mid-Cap Value universe comprised of open-end mutual funds and exchange-traded funds that Morningstar classifies as Mid-Cap Value.

<sup>5</sup> Small Value: Reflects the U.S. Small Cap Value universe comprised of open-end mutual funds and exchange-traded funds that Morningstar classifies as Small-Cap Value.

Domestic Dividend ETFs (Average Annual Returns as of 12/31/2018)											
Domestic Dividend ETFs	Fund Information			Total Return NAV (%)				Market Price (%)			
Fund	Ticker	Exp. Ratio	Fund Inception Date	1-Year	5-Year	10-Year	Since Fund Inception	1-Year	5-Year	10-Year	Since Fund Inception
WisdomTree U.S. Total Dividend Fund	DTD	0.28%	6/16/2006	-6.35%	7.58%	12.19%	7.23%	-6.80%	7.51%	12.13%	7.19%
Russell 3000 Index				-5.24%	7.91%	13.18%	7.90%	-5.24%	7.91%	13.18%	7.90%
Russell 3000 Value Index				-8.58%	5.77%	11.12%	6.19%	-8.58%	5.77%	11.12%	6.19%
WisdomTree U.S. LargeCap Dividend Fund	DLN	0.28%	6/16/2006	-5.77%	7.68%	11.97%	7.12%	-6.17%	7.61%	11.89%	7.07%
S&P 500 Index				-4.38%	8.49%	13.12%	7.94%	-4.38%	8.49%	13.12%	7.94%
Russell 1000 Value Index				-8.27%	5.95%	11.18%	6.22%	-8.27%	5.95%	11.18%	6.22%
WisdomTree U.S. MidCap Dividend Fund	DON	0.38%	6/16/2006	-8.27%	7.67%	14.08%	8.31%	-8.48%	7.61%	14.02%	8.33%
S&P MidCap 400 Index				-11.08%	6.03%	13.68%	8.28%	-11.08%	6.03%	13.68%	8.28%
Russell Midcap Value Index				-12.29%	5.44%	13.03%	7.14%	-12.29%	5.44%	13.03%	7.14%
WisdomTree U.S. SmallCap Dividend Fund	DES	0.38%	6/16/2006	-12.74%	4.77%	11.91%	6.76%	-12.93%	4.73%	11.82%	6.74%
Russell 2000 Index				-11.01%	4.41%	11.97%	6.90%	-11.01%	4.41%	11.97%	6.90%
Russell 2000 Value Index				-12.86%	3.61%	10.40%	5.73%	-12.86%	3.61%	10.40%	5.73%
WisdomTree U.S. High Dividend Fund	DHS	0.38%	6/16/2006	-7.25%	6.91%	11.80%	5.97%	-7.60%	6.85%	11.76%	5.94%
Russell 1000 Value Index				-8.27%	5.95%	11.18%	6.22%	-8.27%	5.95%	11.18%	6.22%
WisdomTree U.S. Dividend ex-Financials Fund	DTN	0.38%	6/16/2006	-9.40%	5.83%	12.49%	7.26%	-9.86%	5.75%	12.44%	7.21%
Dow Jones U.S. Select Dividend Index				-5.94%	8.49%	12.26%	7.21%	-5.94%	8.49%	12.26%	7.21%

Source: WisdomTree.

**Performance is historical and does not guarantee future results. Current performance may be lower or higher than quoted. Investment returns and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Performance data for the most recent month-end is available at [www.wisdomtree.com](http://www.wisdomtree.com).**

WisdomTree shares are bought and sold at market price (not NAV) and are not individually redeemed from the Fund. Total Returns are calculated using the daily 4:00 p.m. EST net asset value (NAV). Market price returns reflect the midpoint of the bid/ask spread as of the close of trading on the exchange where Fund shares are listed. Market price returns do not represent the returns you would receive if you traded shares at other times. You cannot invest directly in an index.

**For more information on these or other WisdomTree ETFs, visit [WisdomTree.com](http://WisdomTree.com).**

Unless otherwise stated, data source is WisdomTree.

**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, call 866.909.9473 or visit [WisdomTree.com](http://WisdomTree.com). Read the prospectus carefully before you invest.**

There are risks associated with investing, including possible loss of principal. Funds focusing their investments on certain sectors and/or smaller companies increase their vulnerability to any single economic or regulatory development. This may result in greater share price volatility. Please read the Fund's prospectus for specific details regarding the Fund's risk profile.

Index Definitions: Dow Jones U.S. Select Dividend Index: Measures the performance of 100 U.S. dividend-paying companies. Russell 1000 Value Index: A measure of the large-cap value segment of the U.S. equity universe, selecting from the Russell 1000 Index. Russell 2000 Index: Measures the performance of the small-cap segment of the U.S. equity universe. The Russell 2000 is a subset of the Russell 3000 Index, representing approximately 10% of the total market capitalization of that index. It includes approximately 2000 of the smallest securities based on a combination of their market cap and current index membership. Russell 2000 Value Index: Measures the performance of the small-cap value segment of the U.S. equity universe. It includes those Russell 2000 Index companies with lower price-to-book ratios and lower forecasted growth values. Russell 3000 Index: Measures the performance of the 3,000 largest U.S. companies based on total market capitalization. Russell 3000 Value Index: Measures the performance of the broad value segment of the U.S. equity value universe. It includes those Russell 3000 Index companies with lower price-to-book ratios and lower forecasted growth values. Russell Midcap Value Index: Measures the performance of the mid-cap value segment of the U.S. equity universe. It includes those Russell Midcap Index companies with lower price-to-book ratios and lower forecasted growth values. S&P 500 Index: Market capitalization-weighted benchmark of 500 stocks selected by the Standard and Poor's Index Committee designed to represent the performance of the leading industries in the United States economy. S&P MidCap 400 Index: Provides investors with a benchmark for mid-sized companies. The index covers over 7% of the U.S. equity market, and seeks to remain an accurate measure of mid-sized companies, reflecting the risk and return characteristics of the broader mid-cap universe on an on-going basis.

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