

## HOW DID WE OUTPERFORM MOST PEERS<sup>1</sup>? WE EARNED IT.

Our core domestic family of earnings 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 earnings stream
- + Rebalance to relative value on an annual basis

Percent Of Peers Beaten In Respective Morningstar Category (As of 12/31/2017)							
Ticker	Fund Name	Fund Inception Date	Morningstar Category	1-Year	3-Year	5-Year	10-Year
EZM	WisdomTree U.S. MidCap Earnings Fund	2/23/2007	Mid-Cap Blend <sup>2</sup>	65%	78%	89%	100%
EES	WisdomTree U.S. SmallCap Earnings Fund	2/23/2007	Small Blend <sup>3</sup>	48%	82%	88%	98%
EXT	WisdomTree U.S. Total Earnings Fund	2/23/2007	Large Blend <sup>4</sup>	68%	77%	80%	90%
EPS	WisdomTree U.S. Earnings 500 Fund	2/23/2007	Large Blend	79%	82%	83%	80%

Past performance is not indicative of future results.

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Number Of Funds In Each Respective Category (As of 12/31/2017)				
Morningstar Category	1-Year	3-Year	5-Year	10-Year
Mid-Cap Blend - EZM	446	362	327	222
Small Blend - EES	807	657	562	403
Large Blend - EXT, EPS	1,408	1,230	1,090	811

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> Mid-Cap Blend: Reflects the U.S. Mid-Cap blend universe comprised of open-end mutual funds and exchange-traded funds that Morningstar classifies as Mid-Cap blend.

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

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

Domestic Earnings ETFs (Average Annual Returns as of 12/31/2017)											
Domestic Earnings 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 Earnings Fund	EXT	0.28%	2/23/2007	21.71%	15.53%	8.75%	8.23%	21.88%	15.58%	8.74%	8.25%
Russell 3000 Index				21.13%	15.58%	8.60%	8.06%	21.13%	15.58%	8.60%	8.06%
WisdomTree U.S. Earnings 500 Fund	EPS	0.28%	2/23/2007	22.52%	15.60%	8.38%	8.03%	22.74%	15.66%	8.37%	8.05%
S&P 500 Index				21.83%	15.79%	8.50%	8.08%	21.83%	15.79%	8.50%	8.08%
WisdomTree U.S. MidCap Earnings Fund	EZM	0.38%	2/23/2007	17.22%	15.26%	11.42%	9.79%	17.43%	15.28%	11.40%	9.81%
S&P MidCap 400 Index				16.24%	15.01%	9.97%	9.14%	16.24%	15.01%	9.97%	9.14%
WisdomTree U.S. SmallCap Earnings Fund	EES	0.38%	2/23/2007	12.56%	15.09%	11.32%	8.71%	12.77%	15.11%	11.29%	8.71%
Russell 2000 Index				14.65%	14.12%	8.71%	7.35%	14.65%	14.12%	8.71%	7.35%

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 [www.wisdomtree.com](http://www.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.WISE (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: 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 3000 Index: Measures the performance of the 3,000 largest U.S. companies based on total market capitalization. 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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