

WisdomTree Growth Leaders Fund (PLAT)

Enhancements to our Strategy, effective 8/1/2020

PLAT: Growth Exposure through a Dominant Business Model

PLAT provides exposure to high-growth, mid and large market capitalization¹ companies that operate platform-based business models.

Platform companies have penetrated our global economy and become the dominant business model of technology-enabled companies in the twenty-first century. They aim to create value by connecting interdependent groups (e.g., Uber connecting a rider with a driver), while traditional businesses create value through linear production or supply (e.g., Ford or Hertz produce/buy cars for sale/rent).² PLAT targets companies operating large, scalable networks that disrupt the competitive landscape.

Summary of Methodology Enhancements

	Formerly	Now
Name	WisdomTree Modern Tech Platforms Fund/Index	WisdomTree Growth Leaders Fund/Index
Expense Ratio	45bps ³	20bps
Revenue Growth Eligibility	No Requirement	At least 7% revenue growth required
Non-U.S. Exposure	No Caps	Limited to 12%; China limited to 5% and domestic or Hong Kong listings
Security Cap	No Cap	9% security cap
Weighting Mechanism	Equally Weighted	Modified average of equal and market cap weights

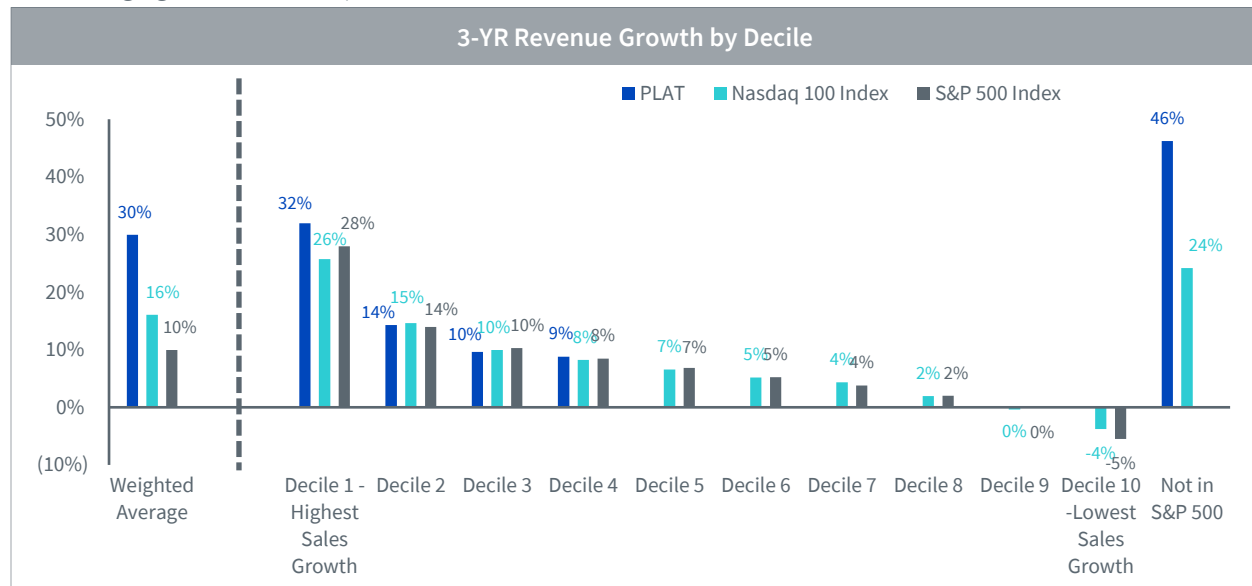
¹ Market capitalization: Market cap = share prices x number of shares outstanding. Firms with the highest values receive the highest weights in approaches designed to weight firms by market cap.

² As of 6/30/20 PLAT held 1.4% of its weight in Uber. PLAT did not hold Hertz or Ford.

³ Basis point: 1/100th of 1 percent.

Revenue Growth above the Top Decile of the S&P 500 Index

The companies in PLAT generated 30% compound annual revenue growth in the past three years, above the average growth of the top decile of the S&P 500 Index.



Leading Growth and Margins, Low Asset Intensity

	Weighted Average						
	3-Year CAGR Revenue Growth	3-Year Avg. Gross Margin	3-Year Avg. Free Cash Flow Margin	3-Year Avg. Cash to Assets	3-Year Avg. Inventory to Assets	3-Year Avg. PP&E to Assets	3-Year Avg. Debt to Assets
PLAT	29.9%	60.8%	17.4%	75.2%	22.2%	62.5%	30.8%
Nasdaq 100 Index	16.1%	53.2%	19.7%	45.9%	24.2%	80.6%	31.2%
S&P 500 Index	10.0%	47.6%	18.4%	36.2%	29.3%	87.8%	32.6%
S&P 500 Growth Index	13.4%	51.8%	20.8%	42.1%	29.6%	79.5%	33.6%
Russell 1000 Growth Index	16.4%	51.7%	16.4%	50.9%	30.4%	74.2%	34.8%
MSCI All Country World Index	10.8%	42.5%	28.0%	38.2%	28.9%	81.9%	28.9%

Sources: WisdomTree, FactSet, NASDAQ, S&P Global, FTSE Russell, MSCI, as of 7/17/20 (PLAT screening date), except MSCI All Country World Index, as of 06/30/20 (latest available). Weighted average fundamentals calculated as the sum product of constituent weight and fundamentals. Please note that the metrics calculated for PLAT predate the Fund's inception because they are trailing metrics specific to each company held in PLAT as of 06/30/20. Past performance is not indicative of future results. You cannot invest directly in an index. Low asset intensity: A low level of physical assets on the balance sheet. Compound annual growth rate (CAGR): The mean annual growth rate of an investment over a specified period longer than one year. Gross margin: The sales revenue a company retains after incurring the direct costs associated with producing the goods it sells, and the services it provides. Free cash flow: A measure of profitability that excludes the non-cash expenses of the income statement and includes spending on equipment and assets as well as changes in working capital from the balance sheet. Cash asset ratio: The current value of marketable securities and cash, divided by the company's current liabilities. Inventory to assets ratio: The portion of assets tied up in inventory. Generally, a lower ratio is considered better. Property, plant and equipment (PP&E): A company's physical or tangible long-term assets that typically have a life of more than one year. Debt to assets: A measure of overall leverage for a corporation. It provides a relationship between how much borrowing a company has done relative to the size of its overall balance sheet.

Sector Exposure

Sector/Industry Exposures						
	PLAT	Nasdaq 100 Index	S&P 500 Index	S&P 500 Growth Index	Russell 1000 Growth Index	MSCI All Country World Index
Information Technology	30.6%	47.1%	27.0%	39.4%	42.9%	20.7%
Semiconductors & Semiconductor Equipment	-	12.2%	4.7%	6.8%	5.5%	4.2%
Software & Services	30.6%	20.6%	14.6%	21.8%	26.5%	10.4%
Technology Hardware & Equipment	-	14.4%	7.6%	10.9%	10.9%	6.1%
Communication Services	30.0%	20.1%	11.0%	13.0%	11.4%	9.4%
Media & Entertainment	30.0%	18.7%	9.0%	13.0%	11.4%	6.7%
Telecommunication Services	-	1.3%	1.9%	-	-	2.7%
Consumer Discretionary	20.0%	18.0%	11.0%	14.8%	16.0%	11.8%
Automobiles & Components	-	2.6%	0.3%	-	1.5%	1.8%
Consumer Durables & Apparel	-	0.4%	1.0%	0.9%	1.1%	1.9%
Consumer Services	1.2%	1.1%	1.6%	1.9%	1.0%	1.4%
Retailing	18.8%	13.9%	8.1%	12.0%	12.4%	6.6%
Financials	9.2%	-	10.0%	4.5%	2.1%	13.4%
Banks	-	-	3.5%	1.0%	-	6.4%
Diversified Financials	9.2%	-	4.6%	2.7%	1.4%	3.9%
Insurance	-	-	2.0%	0.8%	0.8%	3.2%
Industrials	7.2%	2.0%	8.0%	7.0%	4.6%	9.4%
Capital Goods	-	0.5%	5.5%	4.8%	2.3%	6.2%
Commercial & Professional Services	4.7%	1.0%	0.8%	0.8%	1.0%	1.2%
Transportation	2.5%	0.5%	1.8%	1.3%	1.2%	2.0%
Health Care	1.8%	7.3%	14.9%	10.7%	15.2%	12.9%
Health Care Equipment & Services	1.8%	1.8%	6.8%	3.8%	6.1%	4.7%
Pharmaceuticals Biotechnology & Life Sciences	-	5.5%	8.0%	6.9%	9.1%	8.2%
Real Estate	1.2%	-	2.7%	2.5%	2.0%	2.9%
Real Estate	1.2%	-	2.7%	2.5%	2.0%	2.9%
Consumer Staples	-	4.9%	7.0%	4.4%	4.8%	8.1%
Food & Staples Retailing	-	1.7%	1.6%	0.6%	1.0%	1.6%
Food Beverage & Tobacco	-	3.2%	3.5%	2.0%	2.4%	4.4%
Household & Personal Products	-	-	1.9%	1.8%	1.4%	2.1%
Utilities	-	0.7%	3.1%	0.7%	0.0%	3.2%
Utilities	-	0.7%	3.1%	0.7%	0.0%	3.2%
Materials	-	-	2.6%	2.3%	0.8%	4.6%
Materials	-	-	2.6%	2.3%	0.8%	4.6%
Energy	-	-	2.6%	0.6%	0.1%	3.6%
Energy	-	-	2.6%	0.6%	0.1%	3.6%

Sources: WisdomTree, FactSet, NASDAQ, S&P Global, FTSE Russell, MSCI. Exposures as of 7/17/20 (PLAT screening date), except MSCI All Country World Index, as of 06/30/20 (latest available). Exposures subject to change. You cannot invest directly in an index.

Country Exposure

Country Exposures						
	PLAT	Nasdaq 100 Index	S&P 500 Index	S&P 500 Growth Index	Russell 1000 Growth Index	MSCI All Country World Index
United States	88.0%	97.0%	96.9%	98.0%	97.7%	55.5%
China	5.0%	1.3%	-	-	0.0%	4.4%
Germany	1.7%	-	-	-	-	2.5%
Netherlands	0.9%	0.6%	-	-	-	1.6%
United Kingdom	1.6%	0.1%	0.9%	0.8%	0.2%	4.0%
Israel	-	0.2%	-	-	0.1%	0.2%
Japan	-	-	-	-	-	7.0%
Canada	-	-	1.8%	1.0%	1.3%	1.2%
Hong Kong	-	-	0.4%	0.2%	-	3.1%
All Other	2.9%	0.8%	0.0%	-	0.7%	20.4%

Sources: WisdomTree, FactSet, NASDAQ, S&P Global, FTSE Russell, MSCI. Exposures as of 7/17/20 (PLAT screening date), except MSCI All Country World Index, as of 06/30/20 (latest available). Exposures subject to change. You cannot invest directly in an index.



Top 10 Holdings

Top 10 Holdings					
PLAT		Nasdaq 100 Index		S&P 500 Index	
ALPHABET INC	9.0%	APPLE INC	12.2%	APPLE INC	5.9%
AMAZON COM INC	9.0%	MICROSOFT CORP	11.2%	MICROSOFT CORP	5.8%
MICROSOFT CORP	9.0%	AMAZON COM INC	10.8%	AMAZON COM INC	4.7%
FACEBOOK INC	7.0%	ALPHABET INC	7.5%	ALPHABET INC	3.4%
VISA INC	4.7%	FACEBOOK INC	4.2%	FACEBOOK INC	2.2%
MASTERCARD INC	3.4%	TESLA INC	2.6%	JOHNSON & JOHNSON	1.5%
PAYPAL HOLDINGS INC	2.9%	INTEL CORP	2.4%	BERKSHIRE HATHAWAY INC	1.4%
SALESFORCE COM INC	2.6%	NVIDIA CORP	2.3%	VISA INC	1.2%
ALIBABA GROUP HOLDING LTD	2.0%	NETFLIX INC	2.0%	PROCTER & GAMBLE CO	1.2%
TENCENT HOLDINGS LTD	1.8%	ADOBE INC	1.9%	JPMORGAN CHASE & CO	1.1%
Total	51.3%	Total	57.1%	Total	28.3%
S&P 500 Growth Index		Russell 1000 Growth Index		MSCI All Country World Index	
APPLE INC	9.9%	APPLE INC	10.3%	APPLE INC	3.4%
MICROSOFT CORP	9.7%	MICROSOFT CORP	9.9%	MICROSOFT CORP	3.1%
AMAZON COM INC	7.8%	AMAZON COM INC	8.2%	AMAZON COM INC	2.5%
ALPHABET INC	5.7%	ALPHABET INC	4.6%	ALPHABET INC	1.8%
FACEBOOK INC	3.7%	FACEBOOK INC	3.8%	FACEBOOK INC	1.1%
VISA INC	2.1%	VISA INC	2.2%	ALIBABA GROUP HOLDING LTD	0.9%
MASTERCARD INC	1.7%	MASTERCARD INC	1.8%	JOHNSON & JOHNSON	0.8%
NVIDIA CORP	1.6%	NVIDIA CORP	1.6%	TENCENT HOLDINGS LTD	0.8%
NETFLIX INC	1.4%	UNITEDHEALTH GROUP INC	1.6%	VISA INC	0.7%
ADOBE INC	1.3%	TESLA INC	1.5%	NESTLE SA	0.7%
Total	44.7%	Total	45.4%	Total	15.6%

Sources: WisdomTree, FactSet, NASDAQ, S&P Global, FTSE Russell, MSCI. Exposures as of 7/17/20 (PLAT screening date), except MSCI All Country World Index, as of 06/30/20 (latest available). Exposures subject to change. You cannot invest directly in an index.

Additional Fund Characteristics

Fund Characteristics					
	Constituent Count	Large Cap Weight	Mid Cap Weight	Small Cap Weight	Price to Sales
PLAT	51	81.2%	17.6%	1.2%	6.3x
Nasdaq 100 Index	103	99.6%	0.4%	-	4.7x
S&P 500 Index	505	97.7%	2.3%	0.0%	2.3x
S&P 500 Growth Index	279	99.3%	0.7%	-	4.4x
Russell 1000 Growth Index	435	96.4%	3.6%	0.0%	4.4x
MSCI All Country World Index	2,988	89.6%	10.1%	0.3%	1.6x

Sources: WisdomTree, FactSet, NASDAQ, S&P Global, FTSE Russell, MSCI. Exposures as of 7/17/20 (PLAT screening date), except MSCI All Country World Index, as of 06/30/20 (latest available). Exposures subject to change. You cannot invest directly in an index.



Investors should carefully consider the investment objectives, risks, charges and expenses of the Fund 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 the possible loss of principal. Foreign investing involves special risks, such as risk of loss from currency fluctuation or political or economic uncertainty; these risks may be enhanced in emerging, offshore or frontier markets. Technology platform companies have significant exposure to consumers and businesses and a failure to attract and retain a substantial number of such users to a company's products, services, content or technology could adversely affect operating results. Technological changes could require substantial expenditures by a technology platform company to modify or adapt its products, services, content or infrastructure. Technology platform companies typically face intense competition and the development of new products is a complex and uncertain process. Concerns regarding a company's products or services that may compromise the privacy of users, or other cybersecurity concerns, even if unfounded, could damage a company's reputation and adversely affect operating results. Many technology platform companies currently operate under less regulatory scrutiny but there is significant risk that costs associated with regulatory oversight could increase in the future. 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. The composition of the Index is heavily dependent on quantitative and qualitative information and data from one or more third parties and the Index may not perform as intended. Please read the Fund's prospectus for specific details regarding the Fund's risk profile.

References to specific securities and their issuers are for illustrative purposes only and are not intended to be, and should not be interpreted as, recommendations to purchase or sell such securities.

The WisdomTree Growth Leaders Index is a modified market capitalization-weighted index composed of mid- and large-cap companies that are generating substantial revenue from a modern platform business. The MSCI AC World Index is a free float-adjusted market cap index designed to measure the performance of the world stock indexes covered by MSCI. The S&P 500 Index is a cap-weighted index of 500 stocks selected by the Standard & Poor's Index Committee designed to represent the performance of the leading industries in the U.S. economy. Russell 1000 Growth Index: A measure of the large-cap growth segment of the U.S. equity universe, selected from the Russell 1000 Index. S&P 500 Growth Index: A market cap-weighted benchmark designed to measure the growth segment of the S&P 500 Index. NASDAQ 100 Index: Includes 100 of the largest domestic and international non-financial companies listed on the NASDAQ Stock Market based on market cap. The NASDAQ 100 Index reflects companies across major industry groups including computer hardware and software, telecommunications, retail/wholesale trade and biotechnology. It does not contain securities of financial companies, including investment companies.

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