

WISDOMTREE EXPANDS ALREADY EXTENSIVE JAPAN TOOLKIT

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Since the beginning of [Abenomics](#), it has been made quite clear that Japan's policy leaders will not rest until their goals are accomplished. The world's third largest economy¹ needed to see a convincing end to [deflation](#) and restore its sense of economic dynamism. **WisdomTree Is a Leading Innovator in Japan-Focused Exchange-Traded Funds (ETFs)** WisdomTree has been managing Japan-specific ETFs for nearly 10 years. The key to success has been an ability to combine creativity to capitalize on Japan's most salient investment themes with flexibility to enhance and expand the toolkit as conditions evolve. **WisdomTree's Current Japan Equity Toolkit Contains 10 Differentiated Approaches**

Investment Theme	Currency Hedged Options				Unhedged Options			
	Fund Name	Ticker	Inception Date	Expense Ratio	Fund Name	Ticker	Inception Date	Expense Ratio
Weaker Yen	WisdomTree Japan Hedged Equity Fund	DXJ	6/16/2006	0.48%				
	WisdomTree Japan Hedged Capital Goods Fund	DXJC	4/8/2014	0.43%				
Shareholder Returns	WisdomTree Japan Hedged Dividend Growth Fund	JHDG	4/9/2015	0.43%	WisdomTree Japan Dividend Growth Fund	JDG	5/28/2015	0.43%
Domestic Demand	WisdomTree Japan Hedged SmallCap Fund	DXJS	6/28/2013	0.58%	WisdomTree Japan SmallCap Dividend Fund	DFJ	6/16/2006	0.58%
Asset Reflation	WisdomTree Japan Hedged Financials Fund	DXJF	4/8/2014	0.43%				
	WisdomTree Japan Hedged Real Estate Fund	DXJR	4/8/2014	0.43%				
Growth Strategies	WisdomTree Japan Hedged Tech, Media & Telecom Fund	DXJT	4/8/2014	0.43%				
	WisdomTree Japan Hedged Healthcare Fund	DXJH	4/8/2014	0.43%				

To Hedge or Not to

Hedge? WisdomTree believes that a compelling case can be made for a weakening yen compared to the U.S. dollar in the coming years. But it's not necessary to have a [bearish](#) view on the yen to hedge its exposure. Rather, WisdomTree believes [currency-hedged strategies](#) have a strategic role in portfolios for those who have no view on a currency's direction and just want to isolate the return experience for the local equity markets. • [Unhedged](#) Japan options could have more appeal in the future if the Japanese market becomes more positively [correlated](#) to its currency and there is a view that the yen is bound to appreciate. • **Tools to Benefit from Focus on Shareholder Returns:** [JHDG](#) and [JDG](#) fit this objective. Japanese companies have a renewed focus on increasing their [return on equity \(ROE\)](#) and to broadly adopting more shareholder-friendly practices. Companies have been increasing both [dividends](#) and [buybacks](#), but they also have increasingly been appointing more independent outside directors to their boards. • **Tools to Benefit from Improved Domestic Demand:** [DXJS](#) and [DFJ](#) fit this objective. [Small-cap](#) companies represent more local-economy-type exposure within Japan and offer a direct contrast to the larger, multinational exporters. More than 75% of revenue from Japanese small caps tends to come from Japan.² A stated policy goal of the government is to see rising wages, which could ultimately lead to increasing consumption from Japanese citizens. • **Tools to Benefit from Asset Price Reflation:** [DXJF](#) and [DXJR](#) fit this objective. It's important to remember that the Bank of Japan (BOJ), besides being the most aggressive of the world's central banks on the [quantitative easing \(QE\)](#) front, is actually buying [Japanese real estate investment trusts \(J-REITs\)](#). As the BOJ gets closer and closer to success in ending Japan's deflationary mindset and stimulating sustained inflation in the neighborhood of 2.0%, financial and real estate companies could be important places to look. • **Tools to Benefit from Growth Strategies:** [DXJT](#) and [DXJH](#) fit this objective. Japan is very technologically advanced, supplying precision components for a large array of familiar products, such as cell phones. From a demographic perspective, Japan is also an older overall population that will have significant demands for health care in the years to come. To ensure a continued spirit of innovation, Prime Minister Shinzo Abe's growth strategy has been focused on measures to increase competitiveness of both the Information Technology and Health Care sectors. • **Tools to Benefit from a Weaker Yen:** [DXJ](#) and [DXJC](#) are geared toward exporting companies that become more competitive in global markets on the back of a weak yen. The companies within Japan that send goods and services abroad could certainly be more competitive with a yen around 120 versus one around 80. **Japan Isn't Resting—Neither Is WisdomTree** With the most recent launch of the [WisdomTree Japan Dividend Growth Fund \(JDG\)](#),

WisdomTree is re-emphasizing its commitment to continued innovation within Japan-specific equity strategies. Since Abenomics began in late 2012, Japan has been one of the most dynamic markets in the world, and it takes an ETF provider with similar hunger and creativity to keep pace. WisdomTree believes Japan has the potential to be one of the better performing countries within the developed world over the coming years. This optimism stems from a [fundamental](#) perspective—the markets still have reasonable [valuation](#) ratios despite strong gains over the last few years. But it also has the support of an accommodative central bank that is very coordinated with government actions to reinvigorate Japan. As long-term investment strategies, the [WisdomTree Japan Dividend Growth Indexes](#)—both hedged and unhedged (which JHDG and JDG are designed to track after costs, fees and expenses)—offer a focus on [quality](#) and [growth](#) companies in Japan. The Indexes accomplish this focus by selecting companies that rank high on a combination of quality factors (high return on equity and high return on assets), as well as growth prospects (high earnings growth expectations). For more information on WisdomTree's newest option for unhedged exposure to Japan's equities—JDG — [click here](#).

¹Source: International Monetary Fund World Economic Outlook database, with [gross domestic product \(GDP\)](#) measured in U.S. dollars. ²Sources: WisdomTree, FactSet, with data as of 3/31/15. Japanese small caps in this context refers to the WisdomTree Japan SmallCap Dividend Index universe.

Important Risks Related to this Article

JDG is new and has limited operating history. 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. Funds focusing their investments on certain sectors increase their vulnerability to any single economic, regulatory or sector-specific development. This may result in greater share price volatility. These Funds focus their investments in Japan, which can be impacted by the events and developments in Japan that can adversely affect performance. Dividends are not guaranteed and a company currently paying dividends may cease paying dividends at any time. As these Funds can have a high concentration in some issuers, the Funds can be adversely impacted by changes affecting those issuers. The Funds invest in the securities included in, or representative of, their Indexes regardless of their investment merit and the Funds do not attempt to outperform their Indexes or take defensive positions in declining markets. Investments in currency involve additional special risks, such as credit risk, interest rate fluctuations, derivative investments which can be volatile and may be less liquid than other securities, and more sensitive to the effect of varied economic conditions. Please read each Fund's prospectus for specific details regarding the Fund's risk profile.

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IMPORTANT INFORMATION

U.S. investors only: Click [here](#) to obtain a WisdomTree ETF prospectus which contains investment objectives, risks, charges, expenses, and other information; read and consider carefully before investing.

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DEFINITIONS

Abenomics : Series of policies enacted after the election of Japanese Prime Minister Shinzo Abe on December 16, 2012 aimed at stimulating Japan's economic growth.

Deflation : The opposite of inflation, characterized by falling price levels.

Hedge : Making an investment to reduce the risk of adverse price movements in an asset. Normally, a hedge consists of taking an offsetting position in a related security, such as a futures contract.

Bear market : A sustained downturn in market prices, increasing the chances of negative portfolio returns.

Unhedged : Strategy that includes the performance of both the underlying asset as well as the currency in which it is denominated. The performance of the currency can either help or hurt the total return experienced.

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 the opposite direction.

Return on Equity (ROE) : Measures a corporation's profitability by revealing how much profit a company generates with the money shareholders have invested.

Dividend : A portion of corporate profits paid out to shareholders.

Buyback : When a company uses its own cash to purchase its own outstanding shares; may positively impact the share price.

Small-cap premium : The academic concept that small-cap stocks have tended to outperform large-cap stocks over time.

Reflation : The term is used to describe the first phase of economic recovery after a period of contraction. This period is typically characterized by the act of stimulating the economy through accommodative central bank policies and reducing taxes, to bring growth and inflation back up to the long-term trend.

Quantitative Easing (QE) : A government monetary policy occasionally used to increase the money supply by buying government securities or other securities from the market. Quantitative easing increases the money supply by flooding financial institutions with capital, in an effort to promote increased lending and liquidity.

Fundamental value : The value of a firm that is related to a company's actual operations and production as opposed to changes in share price.

Valuation : Refers to metrics that relate financial statistics for equities to their price levels to determine if certain attributes, such as earnings or dividends, are cheap or expensive.

Quality : Characterized by higher efficiency and profitability. Typical measures include earnings, return on equity, return on assets, operating profitability as well as others. This term is also related to the Quality Factor, which associates these stock characteristics with excess returns vs the market over time.

Growth : Characterized by higher price levels relative to fundamentals, such as dividends or earnings. Price levels are higher because investors are willing to pay more due to their expectations of future improvements in these fundamentals.

Gross domestic product (GDP) : The sum total of all goods and services produced across an economy.