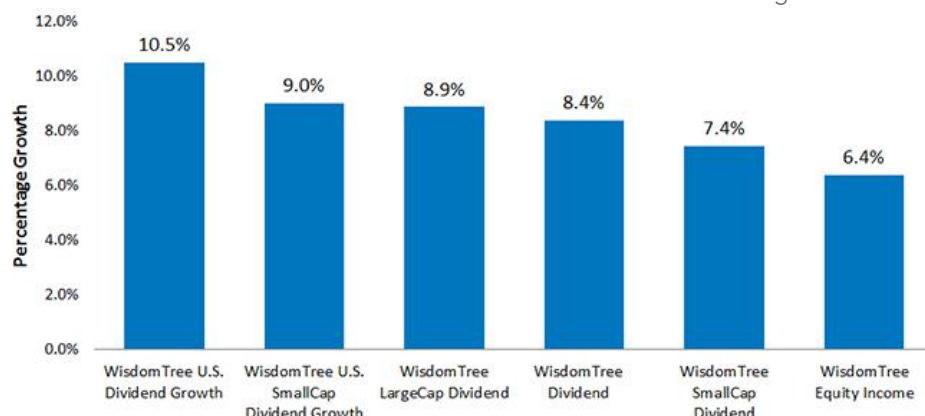


LOOKING FOR DIVIDEND GROWTH WITH RISING RATES

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In a previous [blog post](#), I wrote about the impact rising interest rates had on [dividend](#)-paying equities over this past year. Rising interest rates are bad for current holders of bonds—but potentially make bonds more attractive for new investors as well as more competitive with stocks for current income. If one wants to focus on equities for their income potential, the dividend growth prospects are becoming a more important component of the returns—as equities not only offer the current dividend but also the future growth potential. Bonds, of course, offer just a fixed income stream—by their definition as vehicles that provide fixed income payments. For those looking for dividend growth potential, WisdomTree created a new series of Indexes in 2013 to reflect those stocks we believe have the best prospects for raising their dividends based on growth and quality factors. As of our latest Index [rebalance](#), the data shows these dividend growth stocks displayed above-average dividend growth over the last year, compared to some of our higher-yielding dividend Indexes. In the chart below, I look at the [median Dividend Stream@](#) growth of constituents of various WisdomTree Indexes as of the most recent annual rebalance screening date. **Dividend Growth Comparison**



Sources: WisdomTree, Bloomberg. Dividend growth percentage above is the median Dividend Stream growth of Index constituents as of the 11/30/13 screening, from 11/30/12 to 11/30/13. Past performance is not indicative of future results. You cannot invest directly in an index.

• Dividend Growth Indexes

Recorded Higher Growth – Both the [WisdomTree U.S. Dividend Growth Index \(WTDGI\)](#) and the [WisdomTree U.S. SmallCap Dividend Growth Index \(WTSDG\)](#) saw higher *Dividend Stream* growth over the period shown above compared to the broader [WisdomTree Dividend Index \(WTDI\)](#). • It is impressive to note that WTDGI and WTSDG each saw a 1.6 point advantage compared to the [WisdomTree LargeCap Dividend Index \(WTLDI\)](#) and [WisdomTree SmallCap Dividend Index \(WTSDI\)](#), respectively, the Indexes closest to them in terms of size capitalization. It is important to note that both WTLDI and WTSDI are broad dividend Indexes that do not focus specifically on dividend growth. • **Dividend Growth Indexes Saw Higher Growth Than Yield-Focused Index** – WTDGI and WTSDG had an advantage of over 4 and 2.5 points, respectively, compared to the [WisdomTree Equity Income Index \(WTHYE\)](#). Although WTHYE's median dividend growth lagged over the period, it is important to remember that WTHYE screens for securities with higher dividend yields instead of focusing on future growth potential, so the Index will typically have a higher dividend yield than WTDGI and WTSDG. **Dividend Growth Indexes Tend to Provide Different Exposures** WisdomTree believes the combined ranking of earnings growth and [quality](#) factors is a key element of our dividend growth methodology process of identifying stocks with the highest potential to increase dividends. It is important to understand that screening dividend-paying equities based on earnings growth and quality factors can create an index with substantial sector differences compared to a broadly focused index or an index that screens based on dividend yield. **The Growth Sectors:**

WisdomTree's [dividend growth Indexes](#) are currently over-weight in the more cyclical sectors such as **Information Technology**, **Consumer Discretionary** and **Industrials**, compared to broad and yield-focused dividend indexes. **The Higher-Yielding Sectors:** On the other hand, yield-focused indexes are typically over-weight in defensive sectors, for example **Utilities** and **Telecommunication Services**, which are characteristically some of the highest-yielding sectors, compared to the broad or dividend growth indexes. **Conclusion** There is no question that investors are drawn to the idea of dividend growth—potentially even more than in the past, due to rising interest rates. While there is no way to know with certainty what will happen in the future, I believe that our dividend growth methodology shows that it can help identify stocks with above-average prospects for dividend growth—as it did at the last rebalance. I believe this dividend growth potential becomes even more important if we continue to see a rise in interest rates like we witnessed in 2013.

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Dividends are not guaranteed and a company's future abilities to pay dividends may be limited. A company currently paying dividends may cease paying dividends at any time. Fixed income investments are subject to interest rate risk; their value will normally decline as interest rates rise. In addition, when interest rates fall, income may decline. Fixed income investments are also subject to credit risk, the risk that the issuer of a bond will fail to pay interest and principal in a timely manner or that negative perceptions of the issuer's ability to make such payments will cause the price of that bond to decline.

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You cannot invest directly in an index.

DEFINITIONS

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

Rebalance : An index is created by applying a certain set of selection and weighting rules at a certain frequency. WisdomTree rebalances, or re-applies its rules based selection and weighting process on an annual basis.

Median : The median is the value within a dataset at which 50% of all observations occur above and 50% occur below.

Dividend Stream : Refers to the regular dividends per share multiplied by the number of shares outstanding.

WisdomTree U.S. Dividend Growth Index : A fundamentally weighted index designed to track the performance of dividend-paying companies in the U.S. that WisdomTree believes have the potential to increase their dividends due to certain factors, which include estimated earnings growth, return on equity and return on assets. Weighting is by indicated cash dividends.

WisdomTree U.S. SmallCap Dividend Growth Index (WTSDG) : A fundamentally weighted index designed to track the performance of dividend-paying companies in the U.S. small-cap equity universe that WisdomTree believes have the potential to increase their dividends due to certain factors, which include estimated earnings growth, return on equity and return on assets. Weighting is by indicated cash dividends.

WisdomTree Dividend Index : Measures the performance of dividend-paying companies incorporated in the United States that pay regular cash dividends and meet WisdomTree's eligibility requirements. Weighted by indicated cash dividends.

WisdomTree LargeCap Dividend Index : Measures the performance of the 300 largest companies in the WisdomTree Dividend Index ranked by market capitalization. Weighting is by indicated cash dividends.

WisdomTree SmallCap Dividend Index : A fundamentally weighted index measuring the performance of the small-capitalization segment of the U.S. dividend-paying market. The Index comprises the companies that constitute the bottom 25% of the market capitalization of the WisdomTree Dividend Index after the 300 largest companies have been removed. The Index is dividend weighted annually to reflect the proportionate share of the aggregate cash dividends each component company is projected to pay in the coming year, based on the most recently declared dividend per share.

WisdomTree Emerging Markets Equity Income Index : A subset of the WisdomTree Emerging Markets Dividend Index measuring the performance of the higher-yielding stocks as measured by trailing 12-month dividend yields, weighted by cash dividends.

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.