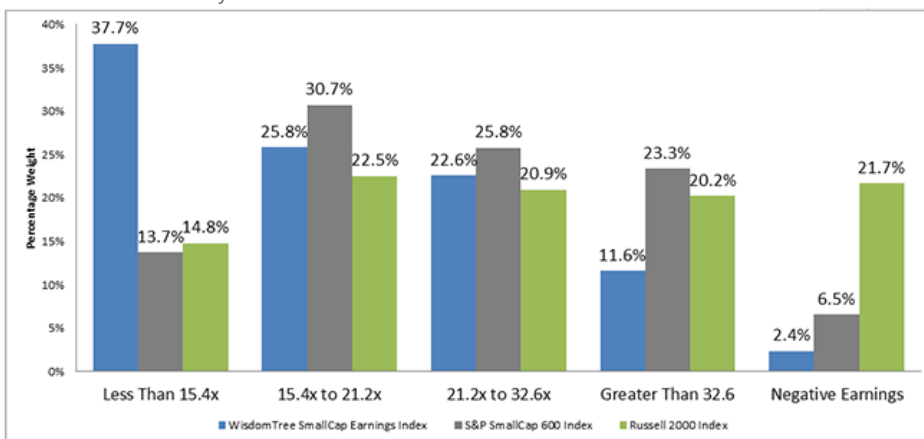


ARE YOU CONCERNED ABOUT SMALL CAP VALUATIONS?

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Stocks often move more than is justified by changes in their underlying [fundamentals](#), and as a result, investors run the risk of paying too much for stocks that have become more expensive relative to their fundamentals. As an example, we look at the [Russell 2000 Index](#), a [market cap](#) barometer for U.S. [small-cap](#) stocks. Our friend Michael Batnick nicely summarized some of the recent activity in small caps on his blog on July 18, 2014: "After outperforming large caps for the last 15 years, small caps—which have been lagging all year—are 7% off their recent highs and below every moving average, [...] 40% of Russell 2000 stocks are down 20% from their 52-week highs."¹ **The Fundamental Difference** At WisdomTree, we're mindful of fundamentals, especially after times of strong market performance led by [momentum](#) and [multiple expansion](#). Additionally, we believe weighting by market capitalization, which does not weight, consider or rebalance back to any fundamental value, may not be the best approach. Rather, we employ a disciplined strategy of anchoring allocations back to a concept of [relative value](#), based on fundamentals such as [dividends](#) or earnings, that can add value over time. The WisdomTree Earnings Indexes seek to provide exposure to the core, profitable segment of the market while maintaining sensitivity to [valuation](#). WisdomTree weights companies in the Indexes by the profits they generate (rather than by market cap) and rebalances back to profitability on an annual basis. Ultimately, the rebalancing process refreshes constituent weights based on a measure of relative value. Weights change at the rebalance based on each stock's relative price appreciation compared to its relative earnings growth. This process tends to shift more weight to firms that have lower [price-to-earnings \(P/E\) ratios](#) than is the case for the widely followed market cap-weighted indexes. **P/E Ratio and Weight Distribution** The P/E ratio for the [WisdomTree SmallCap Earnings Index](#) is approximately 16.4x, about 37% lower than the 26.0x P/E ratio of the [Russell 2000 Index](#) and 20% lower than the 20.5x P/E ratio of the [S&P SmallCap 600 Index](#)². The chart below provides a look at how the weight is distributed, to give a sense for why this lower P/E ratio is seen at the aggregate index.



Sources: WisdomTree, Bloomberg, as of 7/17/14. P/E ranges were selected using quartiles from the Russell 2000 Index. You cannot invest directly in an index.

• **More Weight to Lower-**

Priced Stocks – The WisdomTree SmallCap Earnings Index has over one-third of its weight in the lowest-priced stocks, which is over 2.5 times more weight than the S&P SmallCap 600 or the Russell 2000. There is a natural tendency of earnings-weighted approaches to reduce weight to stocks whose prices have appreciated at a faster rate than their earnings, and concurrently to increase weight to stocks that have fallen in price despite exhibiting positive earnings growth.

• **Less Weight to Higher-Priced and Speculative Stocks** – Although profitability may fluctuate throughout the year, at each annual rebalance WisdomTree requires companies be profitable before inclusion. This limits the weight to

firms that tend to be more speculative and lower quality at zero. Neither of the market cap-weighted indexes above has such a requirement. • **Russell 2000 Index Had Highest Weight to Firms with Negative Earning** – We feel it is important to highlight that over 20% of the Russell 2000 Index is in stocks that had negative earnings over the past 12 months. It is important to be mindful of this fact when the Russell 2000 is used as a benchmark for small caps in general, because not all indexes are created the same. ¹Michael Batnick, The Irrelevant Investor, 7/18/14 (theirrelevantinvestor.tumblr.com/post/92145310258/if-mr-market-took-a-selfie). ²WisdomTree, Bloomberg, as of 7/17/14.

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You cannot invest directly in an index.

DEFINITIONS

Fundamentals : Attributes related to a company's actual operations and production as opposed to changes in share price.

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.

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.

Small caps : new or relatively young companies that typically have a market capitalization between \$200 million to \$2 billion.

Momentum : Characterized by assets with recent price increase trends over time. This term is also associated with the Momentum Factor which associates these stock characteristics with excess return vs the market over time.

Relative value : The relationship between a particular attribute, e.g., a dividend, and the firm's share price compared to that of another firm.

Qualified dividends : Dividend paid by corporations meeting certain criteria defined by the Internal Revenue Service and therefore eligible in certain instances to be taxed at rates below a tax filer's tax bracket on ordinary income.

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.

WisdomTree SmallCap Earnings Index (WTSEI) : measures the performance of earnings-generating companies within the small-capitalization segment of the U.S. Stock Market. The index is comprised of the companies in the bottom 25% of the market capitalization of the WisdomTree Earnings Index after the 500 largest companies have been removed.

S&P SmallCap 600 Index : Market capitalization-weighted measure of the performance of small cap equities within the United States, with constituents required to demonstrate profitability prior to gaining initial inclusion.