

DEMONSTRATING OUR NEW ETF CHARACTERISTICS TOOL

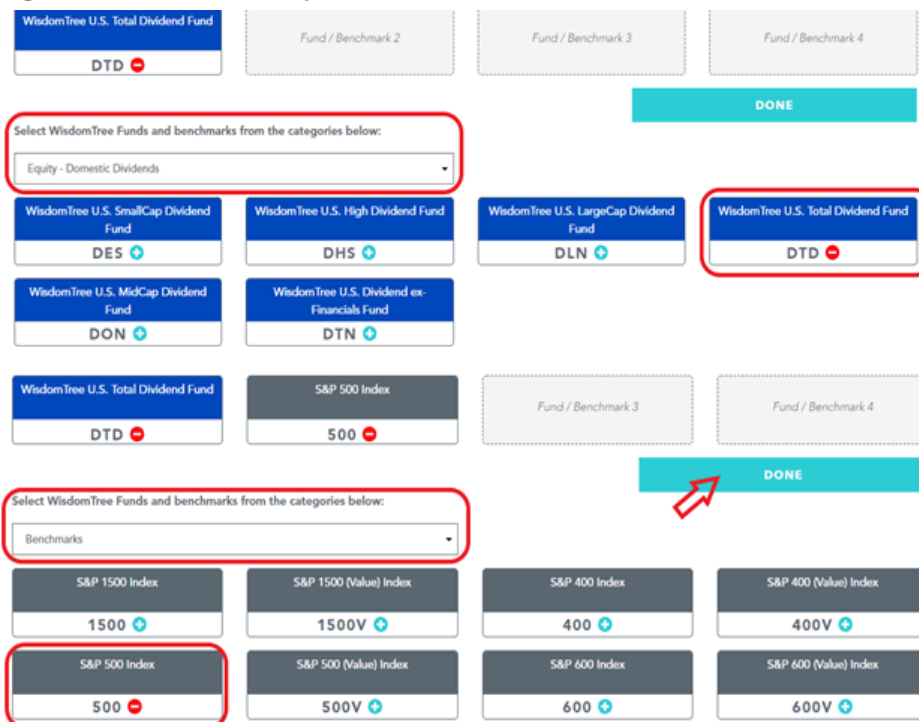
Brendan Loftus — Associate, Product Solutions Strategist
 11/26/2018

Recently, we launched the [WisdomTree ETF Characteristics Comparison Tool](#) to provide fundamental analysis of WisdomTree Funds and market benchmarks. This tool gives users the ability to compare historical fundamental data—such as [price-to-earnings \(P/E\) ratios](#) and [return on equity](#), [market capitalization](#) statistics, and sector/country allocations—between our Funds and a whole suite of benchmarks, all at the click of a button. In a three-part series, we will detail how to use the tool, elaborate on its various capabilities and highlight some important trends we have seen in a few of WisdomTree’s Funds.

Simple Steps to Use the Tool

When you first open the tool, you can choose up to four funds and benchmark indexes from a drop-down list, separated by the various equity fund families.

Figure 1: Create Your Comparison

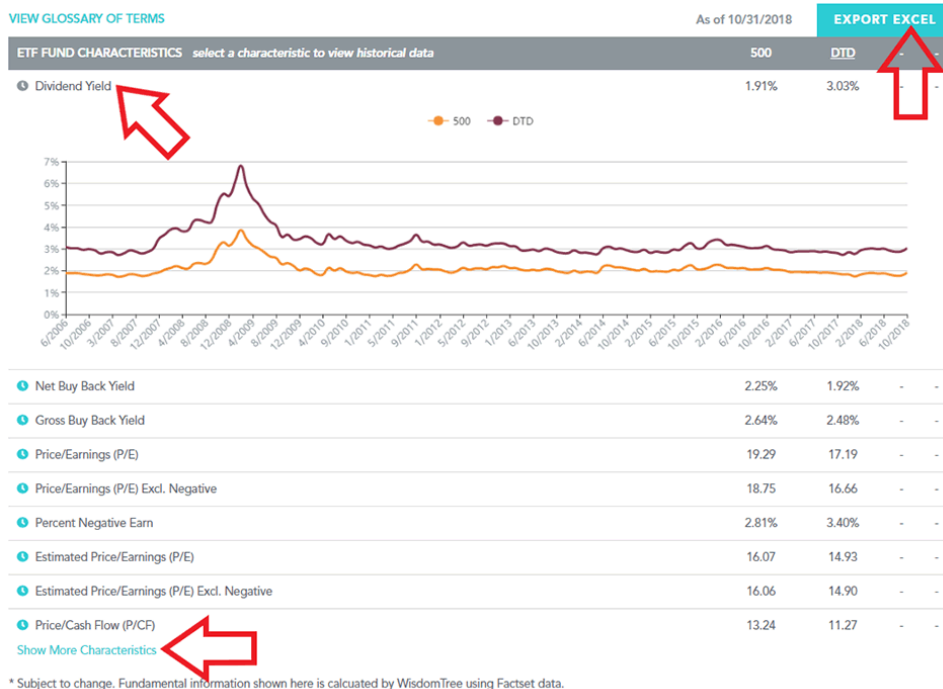


Source: WisdomTree.

Once you have made your selections, simply click the “Done” button to run the comparison. From there, a list of

preselected exchange-traded fund characteristics will be generated, along with two additional charts displaying the current sector and country weights. You can click on the **"Show More Characteristics"** link to expand upon the list of statistics shown. To see the trends on any given characteristic, simply click on the stat to expand the table and be shown a historical chart. Additionally, you can export all this fundamental information to an Excel document by clicking on the **"Export Excel"** button on the top right of the page.

Figure 2: View Your Analysis



* Subject to change. Fundamental information shown here is calculated by WisdomTree using Factset data.

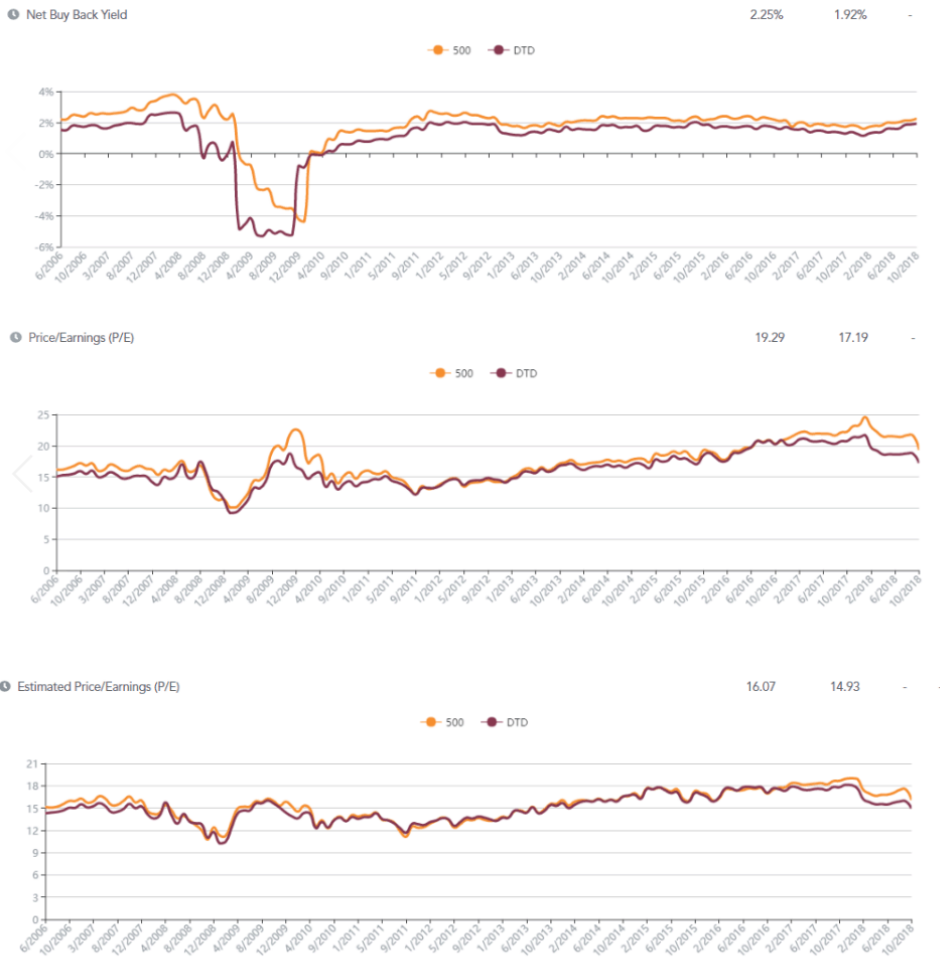
Source: WisdomTree, as of 10/31/18

Past performance is not indicative of future results. You cannot invest directly in an index. Index performance does not represent actual fund or portfolio performance. A fund or portfolio may differ significantly from the securities included in the index. Index performance assumes reinvestment of dividends but does not reflect any management fees, transaction costs or other expenses that would be incurred by a portfolio or fund, or brokerage commissions on transactions in fund shares. Such fees, expenses and commissions could reduce returns. WisdomTree, its affiliates and their independent providers are not liable for any informational errors, incompleteness or delays or for any actions taken in reliance on information contained herein.

For standardized performance of DLN, click [here](#).

We believe this tool can provide investors with an incredible amount of information to better understand the context of their investment relative to benchmarks. One such example contrasts the [WisdomTree U.S. LargeCap Dividend Fund \(DLN\)](#) and the [S&P 500 Index \(SPX\)](#). DLN, at its core, seeks to track the investment results of dividend-paying large-cap companies in the U.S. Tapping into this dividend-paying market can be ideal for complementing or replacing the traditional [large-cap](#) value or [dividend](#)-oriented strategies, satisfying both a demand for capital appreciation and a tilt toward income. When compared historically, DLN has maintained a sizable and consistent [dividend yield](#) advantage versus the S&P 500 Index, as seen in figure 2. When combining DLN's dividend yield with its net [buyback yield](#) (figure 3), you arrive at a nearly a 5% shareholder yield. With DLN trading at a discount to the S&P 500, on both a trailing P/E (19.29 versus 17.19) and estimated P/E basis (16.07 versus 14.93) (figure 3), this could signal an opportunity for income-oriented investors.

Figure 3: DLN vs. SPX Buybacks and Valuations



Source: WisdomTree, as of 10/31/18. Past performance is not indicative of future results. You cannot invest directly in an index.

Conclusion

In an age of transparency, we want to provide the tools necessary to help investors make more informed investment and allocation decisions, and we are very excited to continue this commitment with the creation of the WisdomTree ETF Characteristics Comparison Tool.

Important Risks Related to this Article

There are risks associated with investing, including possible loss of principal. Funds focusing their investments on certain sectors 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.

For more investing insights, check out our [Economic & Market Outlook](#)

View the online version of this article [here](#).

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.

There are risks involved with investing, including possible loss of principal. Foreign investing involves currency, political and economic risk. Funds focusing on a single country, sector and/or funds that emphasize investments in smaller companies may experience greater price volatility. Investments in emerging markets, currency, fixed income and alternative investments include additional risks. Please see prospectus for discussion of risks.

Past performance is not indicative of future results. This material contains the opinions of the author, which are subject to change, and should not to be considered or interpreted as a recommendation to participate in any particular trading strategy, or deemed to be an offer or sale of any investment product and it should not be relied on as such. There is no guarantee that any strategies discussed will work under all market conditions. This material represents an assessment of the market environment at a specific time and is not intended to be a forecast of future events or a guarantee of future results. This material should not be relied upon as research or investment advice regarding any security in particular. The user of this information assumes the entire risk of any use made of the information provided herein. Neither WisdomTree nor its affiliates, nor Foreside Fund Services, LLC, or its affiliates provide tax or legal advice. Investors seeking tax or legal advice should consult their tax or legal advisor. Unless expressly stated otherwise the opinions, interpretations or findings expressed herein do not necessarily represent the views of WisdomTree or any of its affiliates.

The MSCI information may only be used for your internal use, may not be reproduced or re-disseminated in any form and may not be used as a basis for or component of any financial instruments or products or indexes. None of the MSCI information is intended to constitute investment advice or a recommendation to make (or refrain from making) any kind of investment decision and may not be relied on as such. Historical data and analysis should not be taken as an indication or guarantee of any future performance analysis, forecast or prediction. The MSCI information is provided on an "as is" basis and the user of this information assumes the entire risk of any use made of this information. MSCI, each of its affiliates and each entity involved in compiling, computing or creating any MSCI information (collectively, the "MSCI Parties") expressly disclaims all warranties. With respect to this information, in no event shall any MSCI Party have any liability for any direct, indirect, special, incidental, punitive, consequential (including loss profits) or any other damages (www.msci.com)

Jonathan Steinberg, Jeremy Schwartz, Rick Harper, Christopher Gannatti, Bradley Krom, Tripp Zimmerman, Michael Barrer, Anita Rausch, Kevin Flanagan, Brendan Loftus, Joseph Tenaglia, Jeff Weniger, Matt Wagner, Alejandro Saltiel, Ryan Krystopowicz, Kara Marciscano, Jianing Wu and Brian Manby are registered representatives of Foreside Fund Services, LLC.

WisdomTree Funds are distributed by Foreside Fund Services, LLC, in the U.S. only.

You cannot invest directly in an index.

DEFINITIONS

Price-to-earnings (P/E) ratio : Share price divided by earnings per share. Lower numbers indicate an ability to access greater amounts of earnings per dollar invested.

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

Market capitalization-weighting : 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.

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.

Large-Capitalization (Large-Cap) : A term used by the investment community to refer to companies with a market capitalization value of more than \$10 billion. Large cap is an abbreviation of the term "large market capitalization". Market capitalization is calculated by multiplying the number of a company's shares outstanding by its stock price per share.

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

Dividend yield : A financial ratio that shows how much a company pays out in dividends each year relative to its share price.

Buyback yield : amount of a company's buybacks divided by its market capitalization.

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.