

NAVIGATING CREDIT CYCLES WITH ACTIVELY MANAGED ETFS

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As a result of a recent [decision](#) by the Securities and Exchange Commission, the debate over [transparency](#) in [actively managed](#) exchange-traded products has splashed back into the headlines. The key question is whether there is a benefit to investors in **not** knowing the contents of their portfolios on a daily basis. In our opinion, daily transparency is one of the primary reasons why investors consider exchange-traded funds (ETFs). WisdomTree launched its first actively managed ETFs in May 2008. Since that time, we believe that transparency has served a variety of useful purposes. Principal among them is that it gives investors a unique insight in to what the portfolio manager is thinking. In our experience, daily transparency has enhanced the dialogue between advisors and investment managers, raising questions such as: In the case of [corporate bonds](#), what sectors look attractive? How much [interest rate risk](#) should this portfolio target? Are investors being sufficiently compensated for assuming [credit risk](#) in [high-yield](#) investments versus investment-grade corporate bonds? What countries, developed or emerging, seem to provide the most interesting opportunities? What individual companies seem attractive when compared with their competition? Additionally, transparency can potentially help investors balance risk in other parts of their portfolios: How large is aggregate exposure across this portfolio to any individual company? In today's market environment, avoiding the losers may be as important as investing in winners, particularly during a shift in U.S. [monetary policy](#). With the low-hanging fruit of the [credit cycle](#) potentially picked, having a [fundamentally focused](#) investment process could assist investors in navigating the markets. In our view, focusing on fundamentals may help investors add a potential margin of error to their investment process. However, the skills required for analyzing credit may differ drastically from those needed to position portfolios in equity markets. **Credit Spreads: U.S. vs. Emerging Markets (EM) [in Basis Points (bp)]**

U.S. Credit Spreads (bp)	12/31/2013	11/19/2014	YTD Change (bp)
AAA	57	67	10
AA	64	74	10
A	91	106	15
BBB	150	161	11
BB	269	304	35
B	316	373	57
CCC	591	734	143

EM Corporate Credit Spreads (bp)	12/31/2013	11/19/2014	YTD Change (bp)
AAA	105	63	-42
AA	147	137	-10
A	167	168	1
BBB	289	299	10
BB	444	519	75
B	678	732	54
C	1791	1646	-145

Sources: Barclays, J.P. Morgan, as of 11/19/14. Credit ratings displayed based on Standard & Poor's ratings scale, which ranges from AAA (highest) to D (lowest). U.S. credit proxied by the Barclays Corporate Index and the Barclays U.S. Corporate High Yield Index. EM corporate bonds proxied by the J.P. Morgan CEMBI Broad.

Click for definition of [credit](#)

[ratings](#). As we show in the tables above, credit spreads have generally [widened](#) so far this year. However, the market's perception of high-[credit quality](#) borrowers in emerging markets has actually improved, decreasing credit spreads. Additionally, BBB-rated credits have outperformed A-rated credits in the U.S. Due to a variety of factors, credit may not always be priced in a linear fashion. This is precisely why WisdomTree chose to partner with Western Asset Management Company ("Western") to launch actively managed corporate bond strategies. As part of its investment process, Western relies on teams of analysts that seek to identify the risks ultimately worth taking in a portfolio. As a result, it may be possible to exploit these divergences in pricing or avoid the pitfalls of agnostic credit investing, all in a transparent structure. Ultimately, the underlying approaches to portfolio management in actively managed ETFs are largely the same approaches that many managers have historically employed in other investment wrappers. In the case of ETFs, [portfolio turnover](#) may tend to be lower, and the portfolio may skew toward more [liquid](#) securities in certain instances, but the overall DNA remains intact. Through our partnership with Western, we have packaged two distinct approaches to active portfolio management in corporate bonds: the [WisdomTree Strategic Corporate Bond Fund \(CRDT\)](#) and the [WisdomTree Emerging Markets Corporate Bond Fund \(EMCB\)](#). CRDT provides a broad-based approach to corporate

bond investments, strategically investing in corporate bonds across the credit spectrum and across the world. EMCB takes a more targeted approach, investing in one of the world's fastest-growing bond markets, U.S. dollar-denominated bonds issued by EM corporations. Both processes integrate [top-down](#) macro analysis with [bottom-up](#) fundamental credit analysis. While the debate over approaches to active management will undoubtedly continue to rage, we believe that transparency is one of the core characteristics advisors look for when investing in ETFs. In our view, the ETF's daily transparency provides investors with valuable information to help manage risk across their portfolio.

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DEFINITIONS

Transparency : The extent to which investors have ready access to any required financial information about a company, such as price levels, market depth and audited financial reports.

Actively managed ETFs : Investment strategy where a manager selects securities in an attempt to outperform the performance benchmark.

Corporate Bonds : a debt security issued by a corporation.

Interest rate risk : The risk that an investment's value will decline due to an increase in interest rates.

Credit risk : The risk that a borrower will not meet their contractual obligations in conjunction with an investment.

High Yield : Sometimes referred to as "junk bonds," these securities have a higher risk of default than investment-grade securities.

Monetary policy : Actions of a central bank or other regulatory committee that determine the size and rate of growth of the money supply, which in turn affects interest rates.

credit cycle : the process in which the pricing of and access to credit evolves over time.

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

Credit spread : The portion of a bond's yield that compensates investors for taking credit risk.

Basis point : 1/100th of 1 percent.

Credit ratings : An assessment of the creditworthiness of a borrower in general terms or with respect to a particular debt or financial obligation. Credit assessment and evaluation for companies and governments is generally done by a credit rating agency such as Standard & Poor's, Moody's or Fitch.

Widen : an increase in the amount of compensation bond holders require to lend to risky borrowers. When spreads widen, the market is implying that borrowers pose greater risk to lenders.

Credit quality : A measure of a borrower's potential risk of default.

Liquidity : The degree to which an asset or security can be bought or sold in the market without affecting the asset's price. Liquidity is characterized by a high level of trading activity. Assets that can be easily bought or sold are known as liquid assets.

Top-down : A method of analysis that involves looking at the "big picture" first and then analyzing the details of smaller components.

Bottom-up : An investment approach that de-emphasizes the significance of economic and market cycles. This approach focuses on the analysis of individual securities.