


**ASX: IBUY**

# Invest in the world's leading e-commerce companies

The Betashares Online Retail and E-Commerce ETF (ASX: IBUY) provides cost-effective exposure to a portfolio of global online retailing leaders.



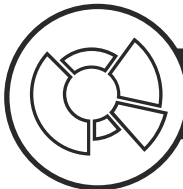
## GROWTH POTENTIAL

The online retail trend offers significant growth potential. The share of global retail spending accounted for by e-commerce has grown strongly in recent years, with this growth anticipated to continue.



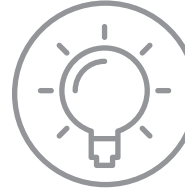
## EXPOSURE TO LEADING GLOBAL ONLINE RETAILERS

IBUY provides exposure to up to 100 of the leading global e-commerce companies, that derive at least 65% of their revenues (or > US\$90B) from online retail business.



## PORTFOLIO DIVERSIFICATION

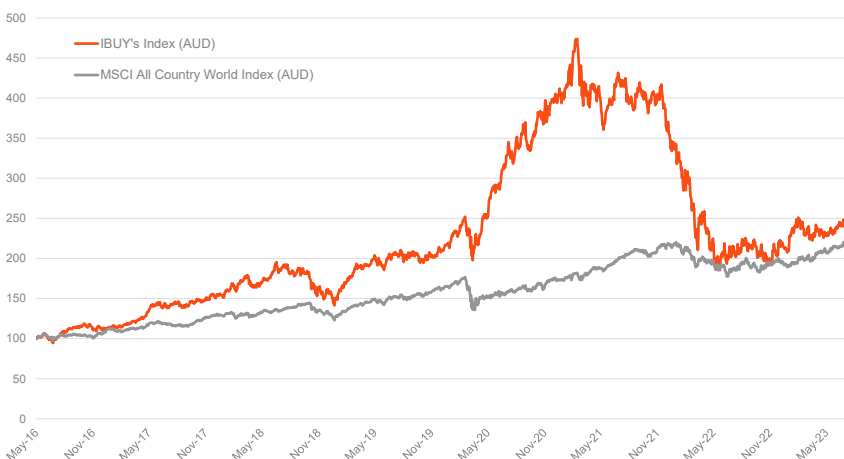
IBUY offers potential portfolio diversification benefits to Australian investors, given that e-commerce is a sector under-represented in the Australian market.



## COST-EFFECTIVE

With management costs of only 0.67% p.a. (or \$67 for every \$10,000 invested), IBUY is a cost-effective way to gain exposure to the growth potential of the online retail sector<sup>1</sup>.

## IBUY's Index vs. MSCI World Index: 31 May 2016 - 31 July 2023



Source: Bloomberg. IBUY's inception date was 14 February 2022. Chart shows Index performance (not actual fund performance) after deducting IBUY's management costs of 0.67% p.a. to illustrate the longer-term historical performance of leading global online retail companies captured by the Index. Past performance is not an indicator of future performance of the Index or IBUY. You cannot invest directly in an Index. IBUY's returns can be expected to be more volatile (i.e. vary up and down) than a broad global shares exposure, given its concentrated sector exposure.

## Buy and sell like any share on the ASX using the code: IBUY

<sup>1</sup>Other costs, such as transaction costs, may apply. Refer to the PDS for more information.

Betashares Capital Ltd (ABN 78 139 566 868 AFS Licence 341181) is the issuer. Read the Target Market Determination and PDS at [www.betashares.com.au](http://www.betashares.com.au) and consider with your financial adviser whether the product is appropriate for your circumstances. The value of the units may go down as well as up. The Fund should only be considered as a component of a diversified portfolio.

The Fund is not sponsored, promoted, sold or supported in any other manner by Solactive AG nor does Solactive AG offer any express or implicit guarantee or assurance either with regard to the results of using the Index at any time or in any other respect. The Index is calculated and published by Solactive AG. Neither publication of the Index by Solactive AG nor the licensing of the Index for the purpose of use in connection with the Fund constitutes a recommendation by Solactive AG to invest capital in the cFund nor does it in any way represent an assurance or opinion of Solactive AG with regard to any investment in the Fund.

## How to use IBUY in a portfolio:

- Tactical allocation to the e-commerce thematic.
- As a complement to broad market core exposures.

IBUY is part of the Betashares range of thematic ETFs, which have been designed to provide investors with exposure to investment themes driven by long-term transformational megatrends in a single ASX trade.

There are risks associated with an investment in the Fund, including market risk, sector risk, international investment risk and concentration risk. The Fund's returns can be expected to be more volatile (ie vary up and down) than a broad global shares exposure, given its more concentrated exposure. The Fund should only be considered as a component of a diversified portfolio. For more information on risks and other features of the Fund, please see the Product Disclosure Statement.