



The Global X Social Media ETF seeks to provide investment results that correspond generally to the price and yield performance, before fees and expenses, of the Solactive Social Media Total Return Index.

#### KEY FEATURES

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##### Efficient Access

Efficient access to a broad basket of social media companies around the world.



##### Targeted Thematic Exposure

The fund is a targeted thematic play on the global social media industry.

#### GLOBAL CONNECTIONS

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The social media industry continues to grow rapidly, providing new ways for people to connect, share, shop, create and network. The Global X Social Media ETF seeks to capture this global industry in a single ETF, and includes companies from all over the world that provide social networking, file sharing, and other web-based media applications. As the industry continues to expand through IPOs, the Global X Social Media ETF will include these new companies shortly after their public debut, providing an efficient way to gain exposure to the social media industry.

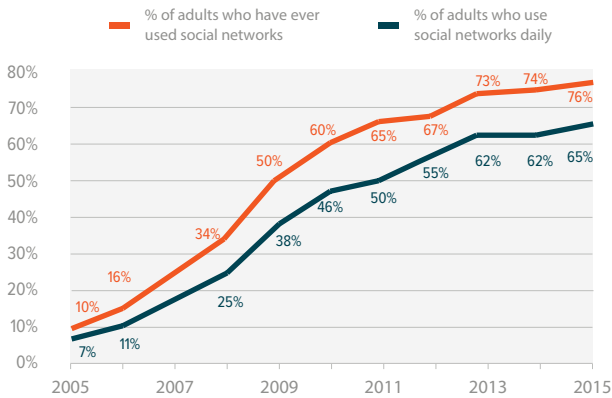


## THE CASE

The Global X Social Media ETF provides investors access to Social Media companies around the world.

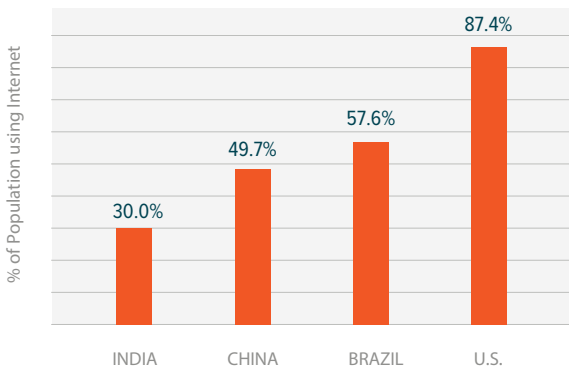
### Social Networking Site Use by Online Adults (U.S.)

Source: Social Media Usage, 2015



The percentage of all American adults and internet-using adults who use at least one social networking sites since 2005. No data are available for 2007.

### Internet Penetration Source: Internet World Stats, Nielsen, ITU, November 2015



Internet penetration in emerging markets with large populations is still low demonstrating the potential for social media expansion in these markets.

### User Growth in Social Media

- **New Users** – In 2015, approximately over two-thirds (76%) of adult internet users said that they used at least one social networking site, more than double the percentage that reported social network usage in 2008 (34%) (Pew Research Center, 2015)
- **Social Media** continues to play an important role in the lives of U.S. consumers in the U.S. Two-thirds (64%) of social media users log on to social sites at least once a day using computers, and the rest (47%) using smart phones (Nielsen's 2014 Digital Consumer Report)
- **Ad Revenue** – With increasing internet penetration, ad revenues accruing to global social networks is expected to grow from \$17.9 billion in 2014 to \$41.0 billion in 2017, at a compounded annual rate of 31.9%. (Source: eMarketer, September 2015)
- **Mobile Use** – Smart phones are a dominant form of communication. 57% of Americans use dedicated social media apps and social networking accounts for nearly 29% of the total time spent on mobile apps. (Source: comScore, 2015)
- **Purchase Intent** – Social media is gaining increasing importance in purchase patterns of users. 47% of the millennial age group (between 18 and 34 years old) are influenced by social media in their purchases. (Source: Deloitte, 2015)

### Business Adoption of Social Media

- **Social Media a Necessity for Today's Business** - Statistics show that 90% of all marketers believe that their social media efforts have helped gain more exposure for their businesses and the majority of marketers who have invested at least two years in social media marketing have acquired new partnerships. (Source: Social Media Marketing Industry Report, 2015)
- **Small Business Benefits** – Small businesses are leveraging social media in order to expand their businesses. 8 out of 10 Small Mid size Business (SMBs) use social media to drive growth and 3 in 5 SMBs agree that they have gained new customers via social media. (Source: Marketing TechBlog, 2014)



Investing involves risk, including the possible loss of principal. International investing may involve risk of capital loss from unfavorable fluctuations in currency values, from differences in generally accepted accounting principles, or from economic or political instability in other nations. The Fund invests in securities of companies engaged in the social media industry, including companies that provide social networking, file sharing, and other web-based media applications. The risks related to investing in such companies include disruption in service caused by hardware or software failure, interruptions or delays in service by third-party data center hosting facilities and maintenance providers, security breaches involving certain private, sensitive, proprietary and confidential information managed and transmitted by social media companies, and privacy concerns and laws, evolving Internet regulation and other foreign or domestic regulations that may limit or otherwise affect the operations of such companies. Furthermore, the business models employed by the companies in the social media industry may not prove to be successful. Current and future holdings are subject to risk.

The information presented here is for informational purposes only. It was prepared on information and sources that we believe to be reliable, but we make no representations or guarantees as to the accuracy or the completeness of the information contained herein.

***Carefully consider the Funds' investment objectives, risk factors, charges and expenses before investing. This and additional information can be found in the Funds' prospectus, which may be obtained by calling 1-888-GX-FUND-1 (1-888-493-8631), or by visiting [globalxfunds.com](http://globalxfunds.com). Read the prospectus carefully before investing.***

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Shares are bought and sold at market price (not NAV) and are not individually redeemed from the Fund. Brokerage commissions will reduce returns. Global X NAVs are calculated using prices as of 4:00 PM Eastern Time. The closing price is the Mid-Point between the Bid and Ask price as of the close of exchange.

Prior to February 28, 2017 the Social Media ETF was known as the Social Media Index ETF.