



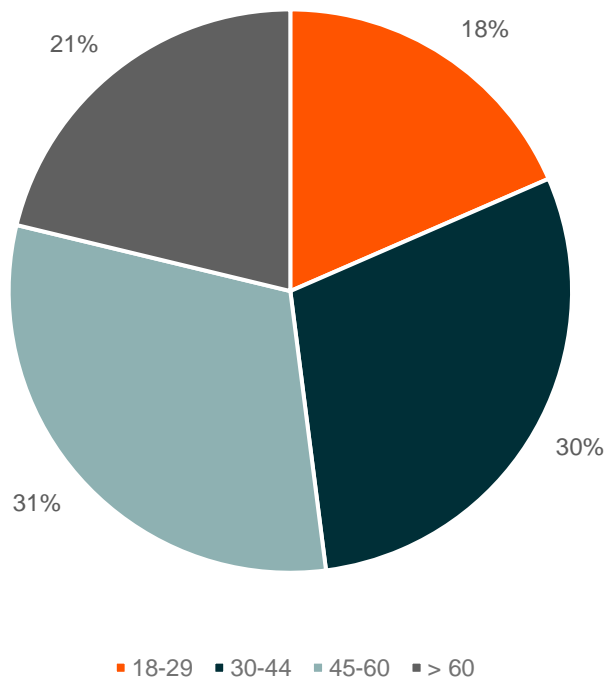
November 2023 Consumer Pulse

Consumer Holiday Spending

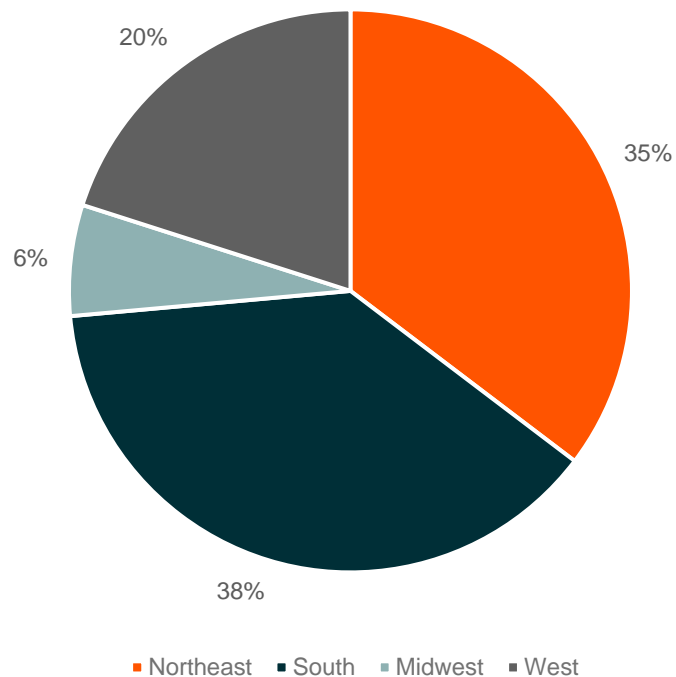
Survey: Age, Region, Lifestyle Demographic

IN NOVEMBER 2023, GLOBAL X RESEARCH SURVEYED 1,091 INDIVIDUALS IN THE UNITED STATES REGARDING SPENDING HABITS FOR THE UPCOMING HOLIDAY SEASON.

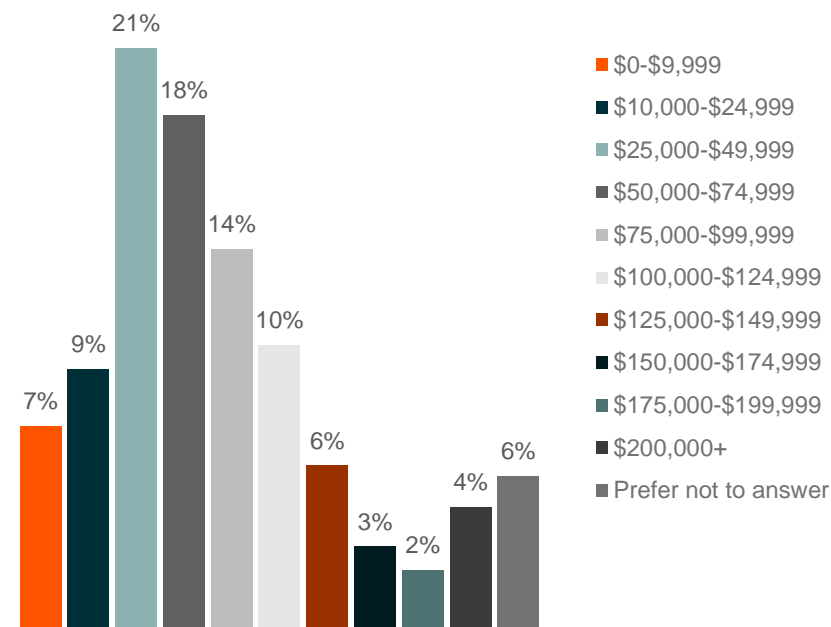
RESPONDENTS BY AGE (%)



RESPONDENTS BY REGION (%)



RESPONDENT HOUSEHOLD INCOME (%)

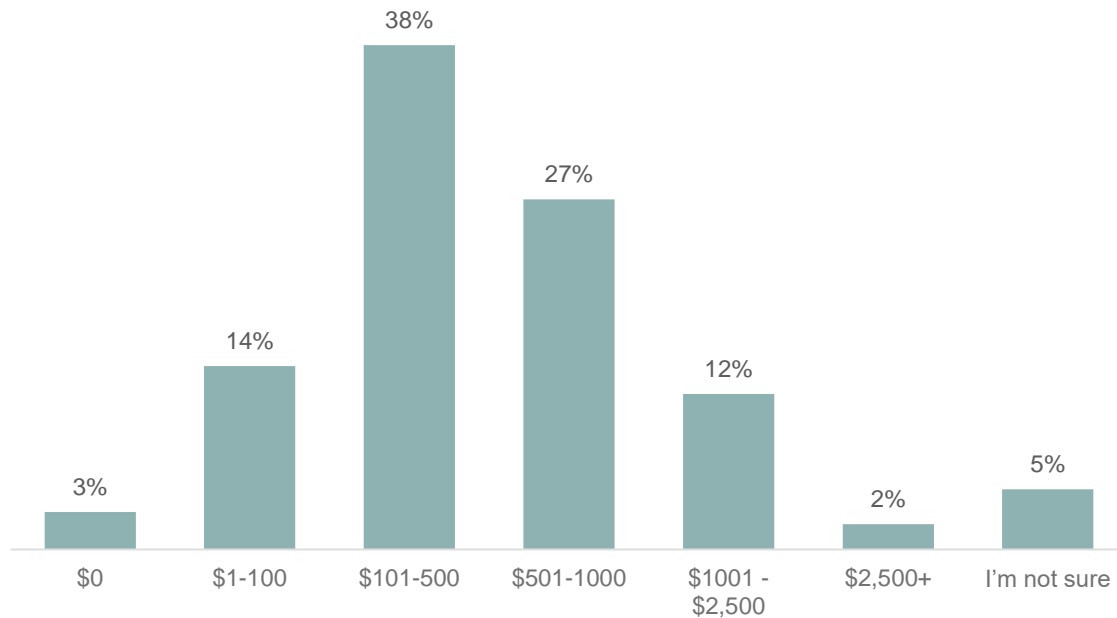


Note: N = 1,088
Source: Global X, November 2023

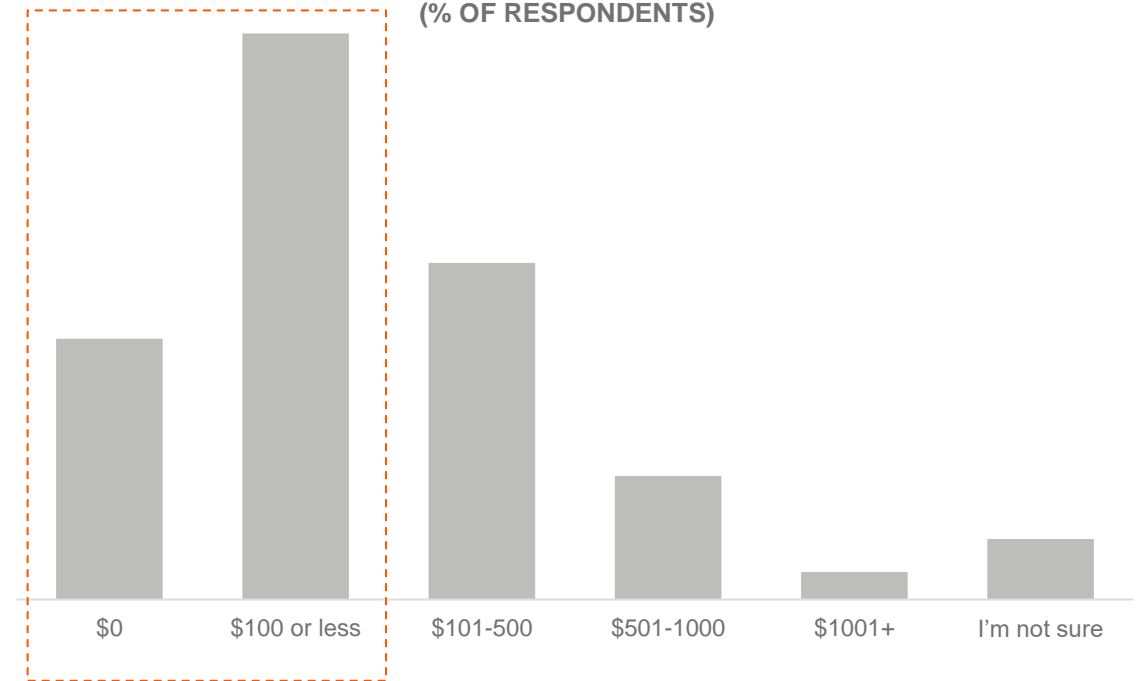
During the Holiday Season, Consumers Prioritize Gift Giving Spending Over Personal Spending

38% OF RESPONDENTS ANTICIPATE SPENDING BETWEEN \$101-\$500 ON GIFTS FOR OTHERS, WHILE 60% ANTICIPATE SPENDING LESS THAN \$100 ON THEMSELVES.

Q: HOW MUCH MONEY DO YOU PLAN ON SPENDING THIS HOLIDAY SEASON ON GIFTS FOR OTHERS?
(% OF RESPONDENTS)



HOW MUCH DO YOU ANTICIPATE SPENDING ON THINGS FOR YOURSELF AT HOLIDAY SALES?
(% OF RESPONDENTS)

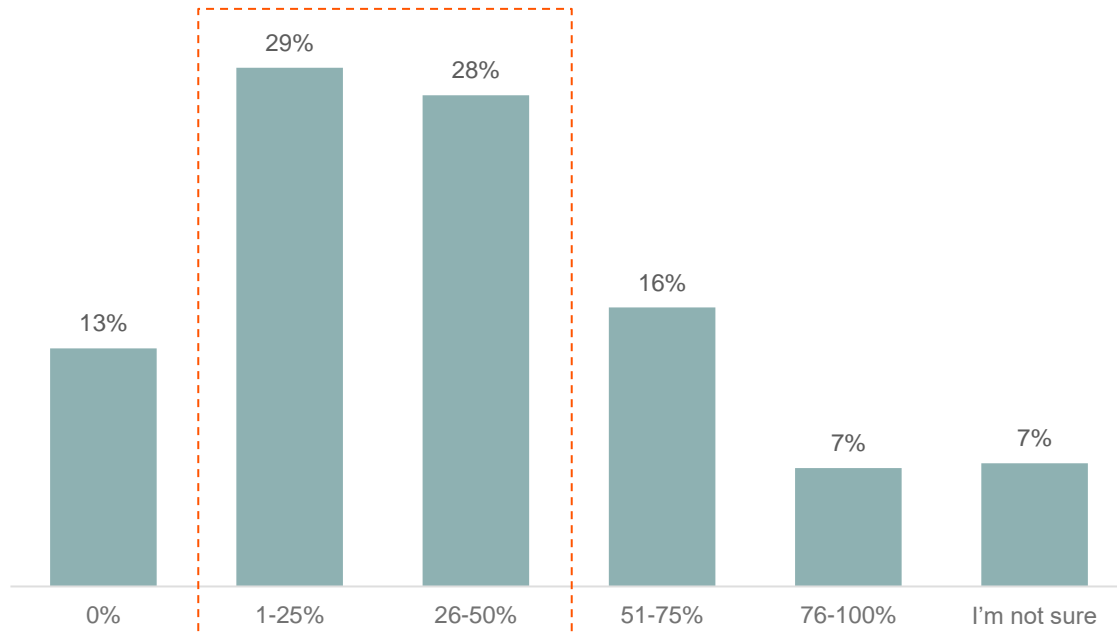


Note: N = 1,091
Source: Global X, November 2023

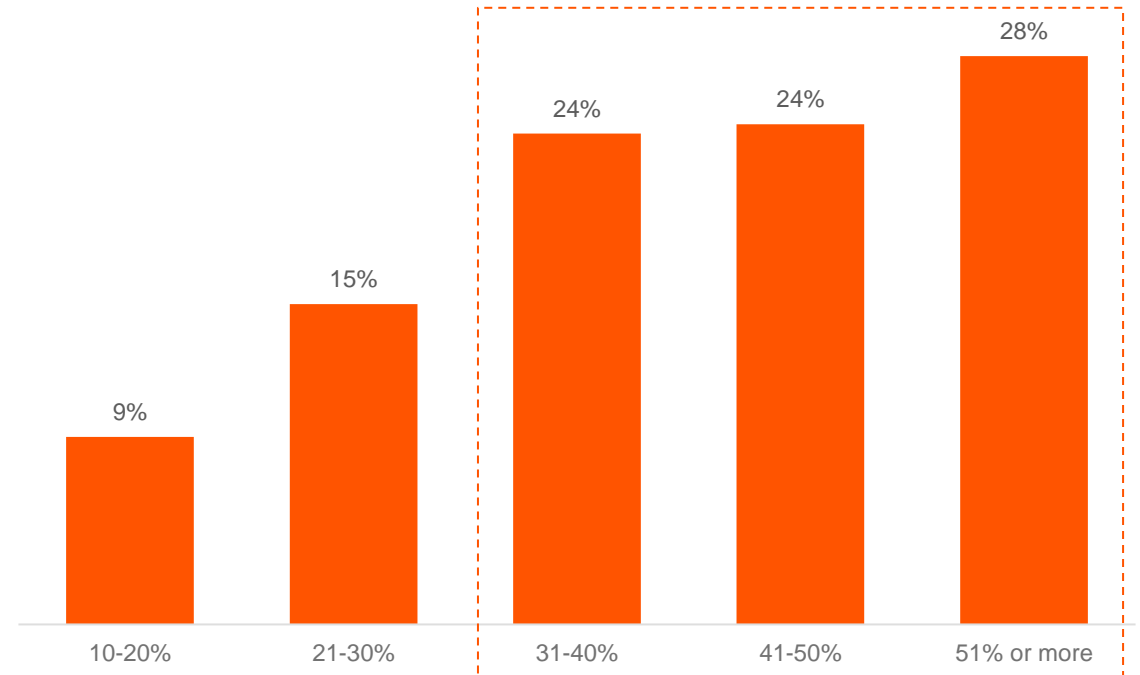
Black Friday/Cyber Monday Expected to Dominate Holiday Shopping

MAJORITY OF RESPONDENTS ANTICIPATE DOING UP TO 50% OF THEIR HOLIDAY SHOPPING ON BLACK FRIDAY/CYBER MONDAY, AND THE MAJORITY ARE LOOKING TO SAVE 31% OR MORE ON SALES.

Q: WHAT PERCENTAGE OF YOUR HOLIDAY SPENDING DO YOU ANTICIPATE WILL BE MADE ON BLACK FRIDAY/CYBER MONDAY? (% OF RESPONDENTS)



Q: WHAT PERCENTAGE DISCOUNT MOTIVATES YOU TO PURCHASE ITEMS DURING BLACK FRIDAY OR CYBER MONDAY? (% OF RESPONDENTS)

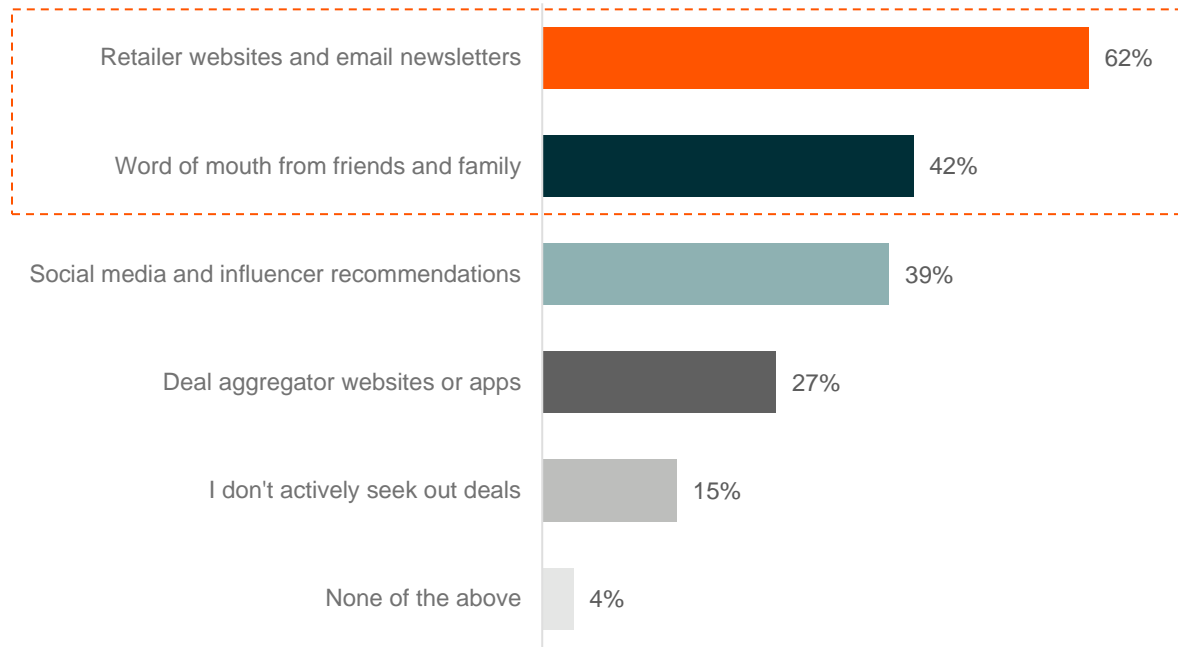


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Source: Global X, November 2023

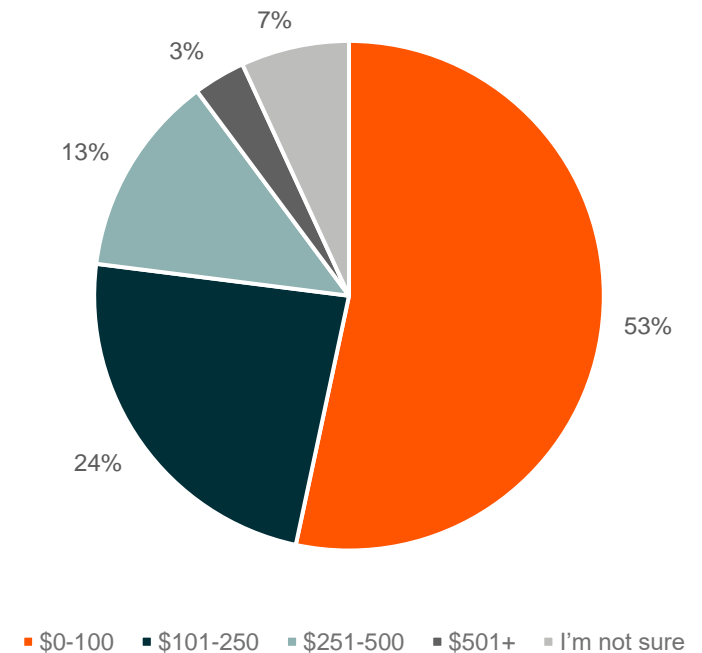
Retail Newsletters and Word of Mouth Keep Consumers Informed on Holiday Deals

EMAIL NEWSLETTERS AND WORD OF MOUTH ARE THE TWO MOST COMMON WAYS RESPONDENTS FIND HOLIDAY SALES, AND MORE THAN HALF ARE LOOKING TO SPEND LESS THAN \$100 PER GIFT RECIPIENT.

Q: HOW DO YOU STAY UPDATED ON THE LATEST HOLIDAY DEALS AND PROMOTIONS? (SELECT ALL THAT APPLY)
(% OF RESPONDENTS)



Q: ON AVERAGE, HOW MUCH ARE YOU SPENDING PER GIFT RECIPIENT THIS HOLIDAY SEASON?
(% OF RESPONDENTS)

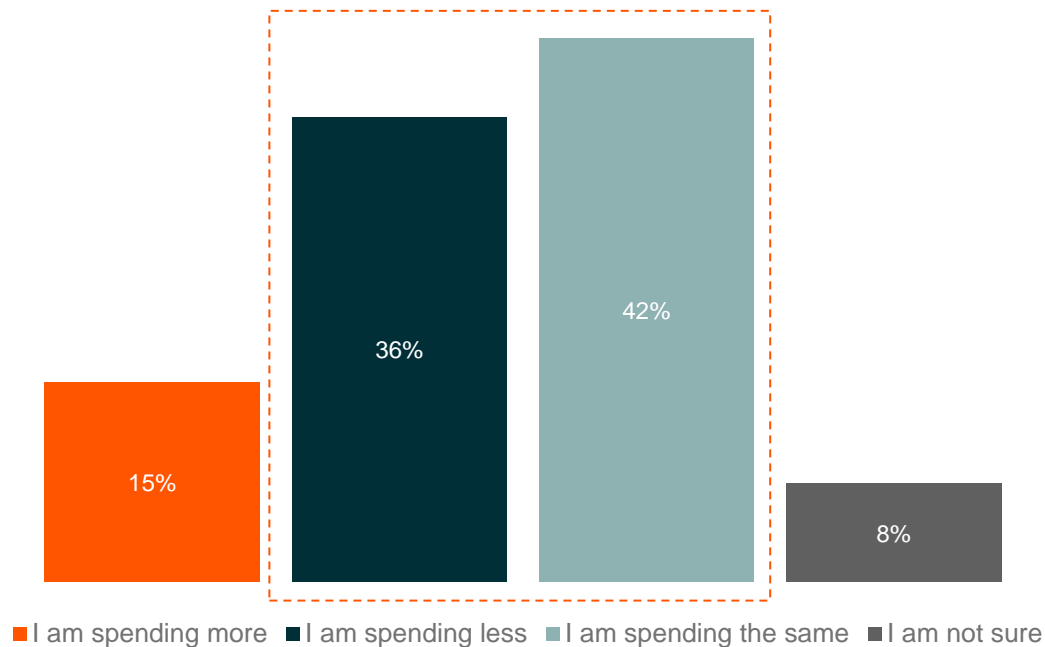


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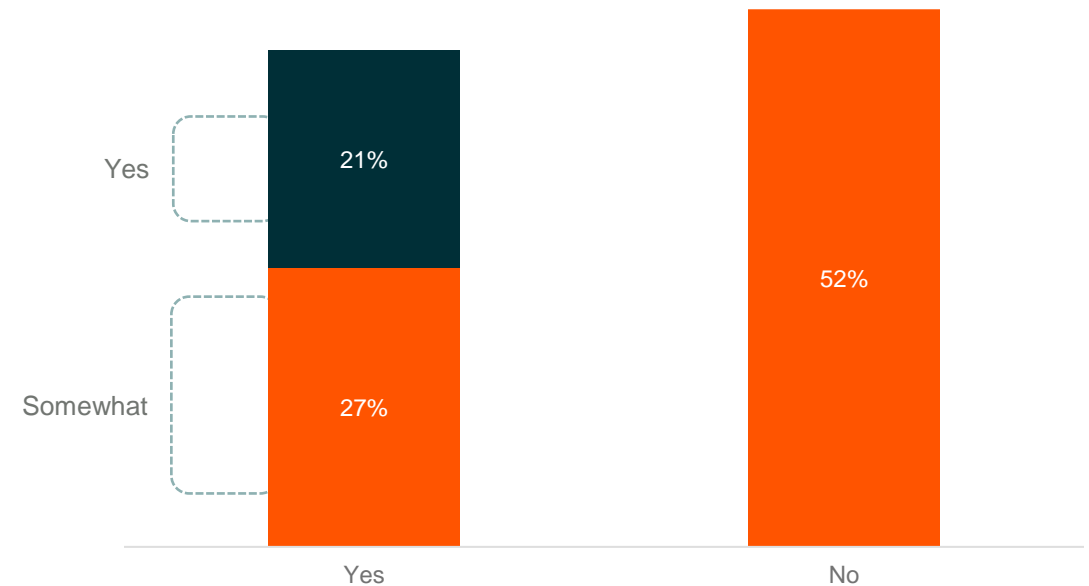
Shoppers Cautious About Holiday Spending With Anticipation of Taking on Credit Card Debt

ONLY 15% OF RESPONDENTS ANTICIPATE SPENDING MORE ON HOLIDAY GIFTING THIS YEAR, AND ALMOST HALF ANTICIPATE TAKING ON CREDIT CARD DEBT.

Q: HOW DO YOUR SPENDING HABITS COMPARE TO LAST HOLIDAY SEASON?
(% OF RESPONDENTS)



WILL YOU BE TAKING ON CREDIT CARD DEBT TO PURCHASE HOLIDAY GIFTS THIS SEASON?
(% OF RESPONDENTS)

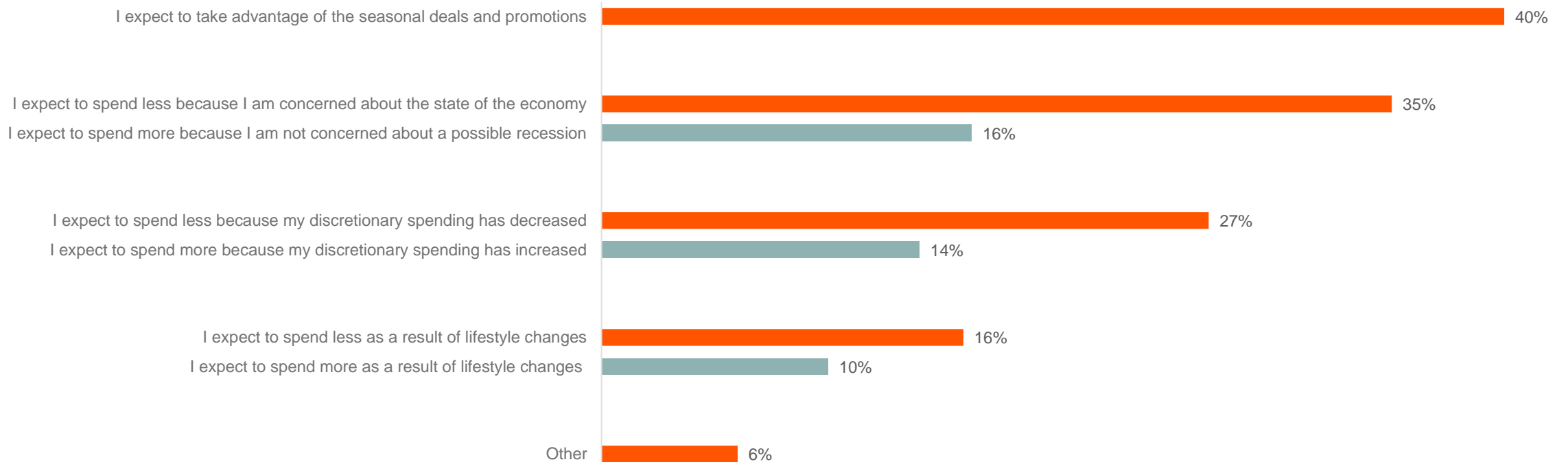


Note: N = 1,091
Source: Global X, November 2023

Economy Concerns Dampen Holiday Spending, and Consumers Take Advantage of Holiday Sales

35% OF RESPONDENTS ARE SPENDING LESS ON HOLIDAY GIFTS BECAUSE OF CONCERNS ABOUT THE ECONOMY, AND 40% ANTICIPATE TAKING ADVANTAGE OF SALES TO SAVE MONEY.

Q: WHICH OF THE FOLLOWING DO YOU AGREE WITH? (SELECT ALL THAT APPLY)
(% OF RESPONDENTS)

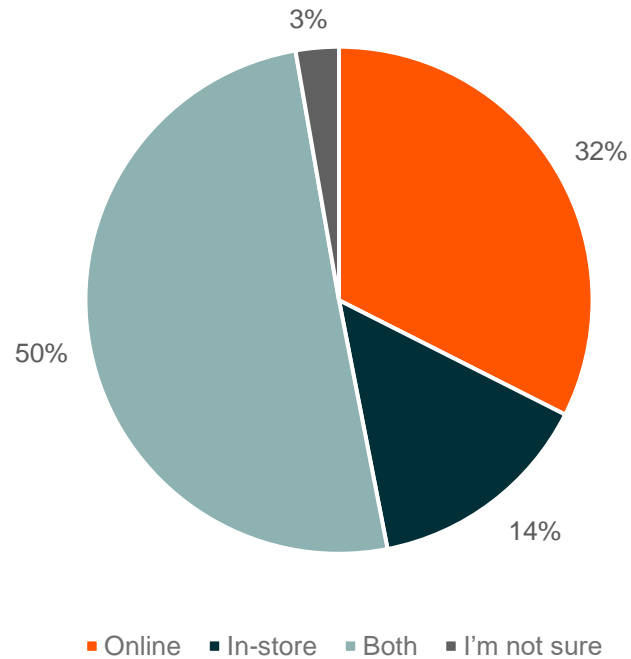


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Source: Global X, November 2023

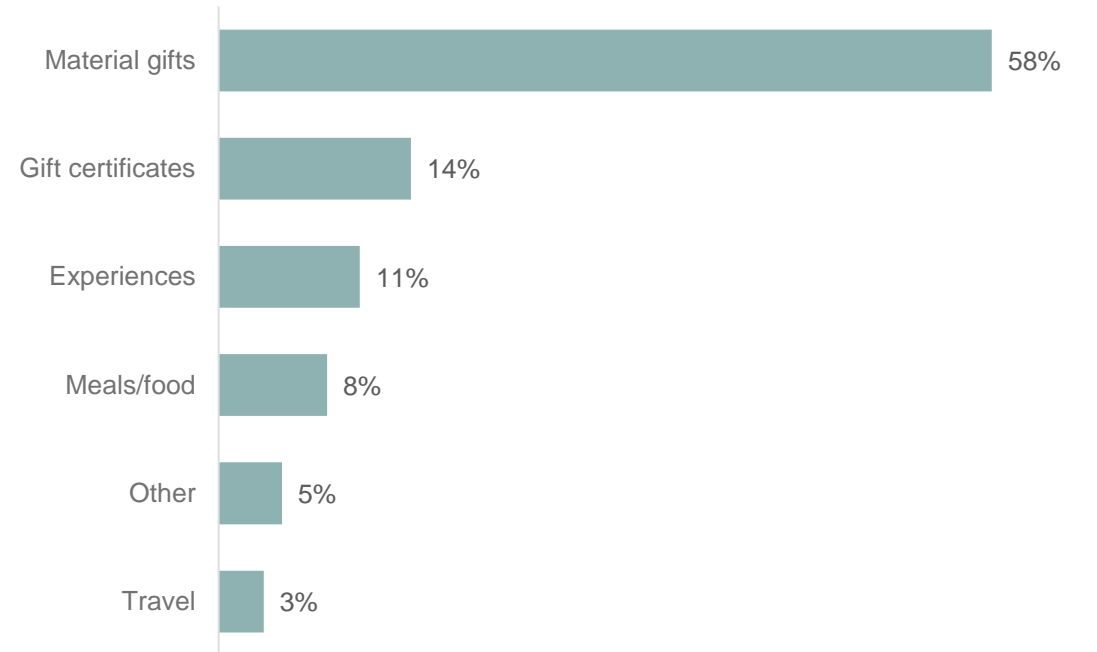
Shoppers Prioritize Material Gifts, and Hybrid Shopping is Favored

HALF OF THE RESPONDENTS SHOP BOTH IN-STORE AND ONLINE, WITH AN EMPHASIS ON ONLINE SHOPPING, AND MORE THAN HALF ARE BUYING MATERIAL GIFTS THIS HOLIDAY SEASON.

Q: WHAT ARE YOUR PREFERRED METHODS OF SHOPPING FOR HOLIDAY GIFTS?
(% OF RESPONDENTS)



Q: WHAT TYPE OF HOLIDAY GIFTS DO YOU ANTICIPATE PURCHASING FOR OTHERS?
(% OF RESPONDENTS)

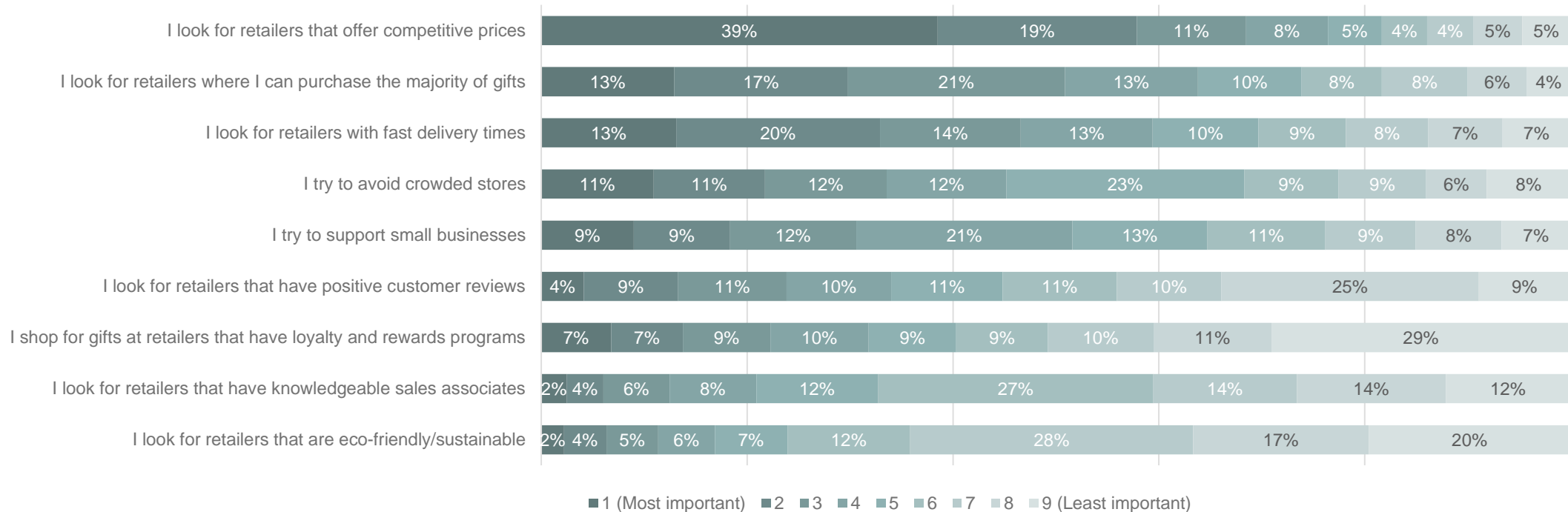


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Source: Global X, November 2023

Price, Selection, and Delivery Time are Top Factors When Choosing Where to Shop for Holiday Gifts

CONSUMERS RANKED RETAILERS WITH COMPETITIVE PRICES AS THE MOST IMPORTANT FACTOR, FOLLOWED BY SELECTION AND DELIVERY TIME.

Q: RANK THE FACTORS THAT DETERMINE WHERE YOU SHOP FOR HOLIDAY GIFTS IN ORDER OF IMPORTANCE. (% OF RESPONDENTS)

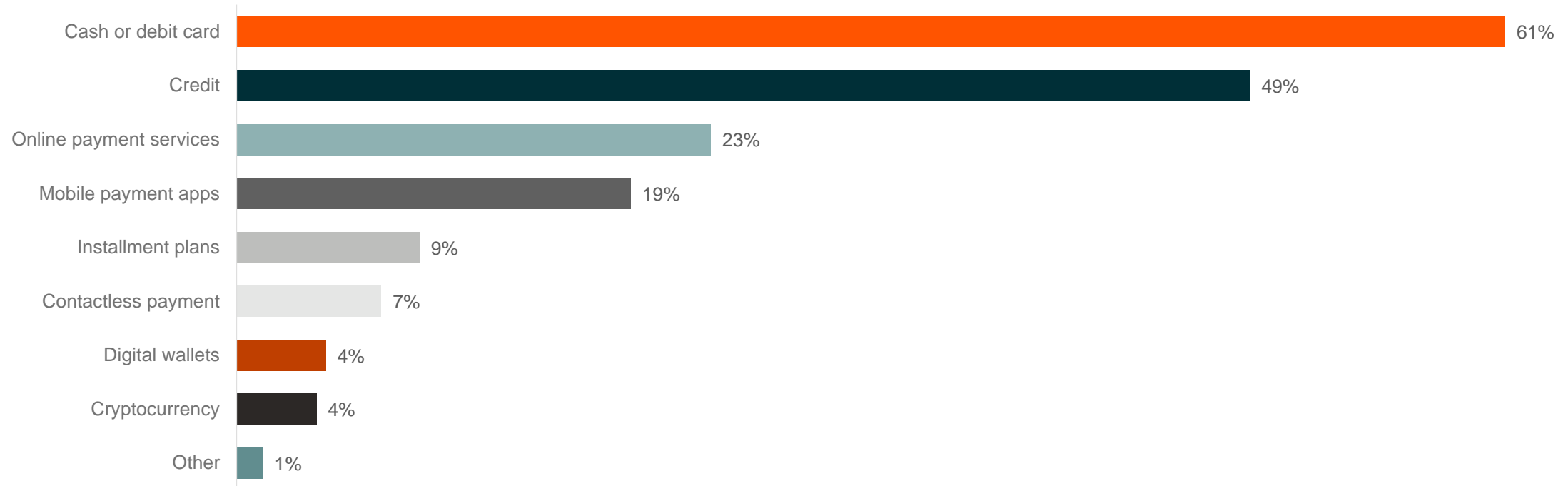


Note: N = 1,091
Source: Global X, November 2023

Cash, Debit, and Credit Remain the Most Popular Payment Methods

MORE THAN HALF OF RESPONDENTS ANTICIPATE USING CASH OR DEBIT CARDS TO PAY FOR GIFTS THIS YEAR, FOLLOWED BY CREDIT CARDS.

Q: HOW DO YOU PREFER TO PAY FOR YOUR HOLIDAY PURCHASES? (SELECT ALL THAT APPLY)
(% OF RESPONDENTS)



Note: N = 1,091
Source: Global X, November 2023

Global X's Thematic Growth ETF Suite

GLOBAL X'S FUND SUITES COMPRISE OF 112 ETFS IN TOTAL, SPANNING THEMATIC GROWTH, INCOME, INTERNATIONAL ACCESS, COMMODITIES, RISK MANAGEMENT, AND OTHER STRATEGIES.

Disruptive Technology

Social Media ETF (SOCL)
 Lithium & Battery Tech ETF (LIT)
 FinTech ETF (FINX)
 Internet of Things ETF (SNSR)
 Robotics & Artificial Intelligence ETF (BOTZ)
 Autonomous & Electric Vehicles ETF (DRIV)
 Artificial Intelligence & Technology ETF (AIQ)
 Cloud Computing ETF (CLOU)
 Video Games & Esports ETF (HERO)
 Cybersecurity ETF (BUG)
 Data Center REITs & Digital Infrastructure ETF (VPN)
 Blockchain & Bitcoin Strategy ETF (BITS)
 Blockchain ETF (BKCH)
 Metaverse ETF (VR)
 PropTech ETF (PTEC)
 Defense Tech ETF (SHLD)

People & Demographics

Millennial Consumer ETF (MILN)
 Aging Population ETF (AGNG)
 Health & Wellness ETF (BFIT)
 E-commerce ETF (EBIZ)
 Cannabis ETF (POTX)
 Telemedicine & Digital Health ETF (EDOC)
 Genomics & Biotechnology ETF (GNOM)
 China Biotech Innovation ETF (CHB)

Multi-Theme

Thematic Growth ETF (GXTG)

Physical Environment

U.S. Infrastructure Development ETF (PAVE)
 Renewable Energy Producers ETF (RNRG)
 CleanTech ETF (CTEC)
 Clean Water ETF (AQWA)
 Wind Energy ETF (WNDY)

Solar ETF (RAYS)
 Hydrogen ETF (HYDR)
 AgTech & Food Innovation ETF (KROP)
 Disruptive Materials ETF (DMAT)
 Green Building ETF (GRNR)
 Carbon Credits Strategy ETF (NTRL)

1. As of 11/21/2023. US-registered funds.

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Dividend

SuperDividend ETF (SDIV)
 SuperDividend U.S. ETF (DIV)
 MSCI SuperDividend EAFE ETF (EFAS)
 MSCI SuperDividend Emerging Markets ETF (SDEM)
 SuperDividend REIT ETF (SRET)
 Alternative Income ETF (ALTY)
 S&P 500 Quality Dividend ETF (QDIV)

Covered Call

Dow 30 Covered Call ETF (DJIA)
 Dow 30 Covered Call & Growth ETF (DYLG)
 Nasdaq 100 Covered Call ETF (QYLD)
 S&P 500 Covered Call ETF (XYLD)
 Russell 2000 Covered Call ETF (RYLD)
 Nasdaq 100 Covered Call & Growth ETF (QYLG)
 S&P 500 Covered Call & Growth ETF (XYLG)
 Russell 2000 Covered Call & Growth ETF (RYLG)
 Financials Covered Call & Growth ETF (FYLG)
 Information Technology Covered Call & Growth ETF (TYLG)

Health Care Covered Call & Growth ETF (HYLG)
 Nasdaq 100 ESG Covered Call ETF (QYLE)
 S&P 500 ESG Covered Call ETF (XYLE)
 MSCI Emerging Markets Covered Call ETF (EMCC)

Preferreds

U.S. Preferred ETF (PFFD)
 Variable Rate Preferred ETF (PFFV)
 SuperIncome Preferred ETF (SPFF)

MLPs

MLP ETF (MLPA)
 MLP & Energy Infrastructure ETF (MLPX)

Fixed Income

Emerging Markets Bond ETF (EMBD)
 1-3 Month T-Bill ETF (CLIP)
 U.S. Cash Flow Kings ETF (FLOW)
 Risk Managed Income
 Nasdaq 100 Risk Managed Income ETF (QRMI)
 S&P 500 Risk Managed Income ETF (XRMI)
 Interest Rate Volatility & Inflation Hedge ETF (IRVH)

Alpha

Guru Index ETF (GURU)

Adaptive

Adaptive U.S. Factor ETF (AUSF)

China Sector

MSCI China Energy ETF (CHIE)
 MSCI China Materials ETF (CHIM)
 MSCI China Industrials ETF (CHII)
 MSCI China Consumer Discretionary ETF (CHIQ)
 MSCI China Consumer Staples ETF (CHIS)
 MSCI China Health Care ETF (CHIH)
 MSCI China Financials ETF (CHIX)
 MSCI China Information Technology ETF (CHIK)
 MSCI China Communication Services ETF (CHIC)

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MSCI China Utilities ETF (CHIU)

MSCI China Real Estate ETF (CHIR)

Single-Country

MSCI Argentina ETF (ARGT)

DAX Germany ETF (DAX)

MSCI Greece ETF (GREK)

MSCI Colombia ETF (GXG)

MSCI Nigeria ETF (NGE)

MSCI Norway ETF (NORW)

MSCI Pakistan ETF (PAK)

MSCI Portugal ETF (PGAL)

MSCI Vietnam ETF (VNAM)

India Active ETF (NDIA)

Brazil Active ETF (BRAZ)

Regional

MSCI Next Emerging & Frontier ETF (EMFM)

FTSE Southeast Asia ETF (ASEA)

Emerging Markets ETF (EMM)

Emerging Markets Great Consumer ETF (EMC)

Interest Rate Hedge ETF (RATE)

Commodities

Silver Miners ETF (SIL)

Gold Explorers ETF (GOEX)

Copper Miners ETF (COPX)

Uranium ETF (URA)

Sustainable Investing

Conscious Companies ETF (KRMA)

Carbon Credits Strategy ETF (NTRL)

Faith-Based

S&P 500 Catholic Values ETF (CATH)

S&P 500 Catholic Values Developed ex-U.S. ETF (CEFA)

Risk Management

Adaptive U.S. Risk Management ETF (ONOF)

Nasdaq 100 Collar 95-110 ETF (QCLR)

Nasdaq 100 Tail Risk ETF (QTR)

S&P 500 Collar 95-110 ETF (XCLR)

S&P 500 Tail Risk ETF (XTR)

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