

The **BrandTransact 50[®]** index is designed to outperform major Large-cap indexes by identifying companies whose share value has not been fully recognized by the US markets.

Membership

To be included in the BrandTransact 50 Index, an issue must:

- Be in the Wilshire 5000 Total Market IndexSM; and
- Have Tenet Partners provide brand scores on June 30 of the rebalance and prior year.

Adjustments & Maintenance

Changes to the indexes' composition and updates of components are based on the following rules:

Composition Changes

Brand scores provided by Tenet Partners for familiarity and favorability are combined with market capitalization to select the 50 index constituents annually on August 31st.

- Familiarity - Measures awareness of the brand. Respondents are considered to be familiar with a brand if they state they know more than just the company name. Familiarity scores range from 0 to 100.
- Favorability - The perception of the brand, based on how it performs across three key attributes: Overall Reputation, Perception of Management, and Investment Potential. Favorability scores also range from 0 to 100.
- The quantitative Familiarity and Favorability metrics are then combined into a composite score called BrandPower - and are reported on a 100-rank scale.
- Companies with a BrandPower score less than 50 are not eligible for inclusion.
- The 12-month change in BrandPower scores are standardized to the 12-month change in Market Capitalization as of June of the rebalance year.
- The 50 companies with the largest BrandPower to Market Capitalization ratio are selected to the index.
- Deletions include any issue not included in the top 50 on the rebalance date.
- Additions include any issue included in the top 50 on the rebalance date.
- In addition to the scheduled composition reviews, any issue that is removed from the Wilshire 5000 Index is removed from the index as soon as prudently possible.
- The Wilshire Index Oversight Committee may, at its discretion and if it has determined a company to be in extreme financial distress, remove the company from a Wilshire Index to which that company belongs if the committee deems the removal necessary to protect the integrity of the index and interests of investors in products linked to that index.

Weighting

The index is equal weighted.

For Further Information

Please visit www.wilshire.com, email wilshireindexes@wilshire.com or call Michael Kennedy at 1.310.899.5332.

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The BrandTransact 50® Index

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