

PRESS RELEASE: November 29, 2020

CrowdBureau® P2P Online Lending and Digital Banking Index (CBLEND and CBLENDT)

NEW YORK, November 29, 2020 -- CrowdBureau Corporation announced today, that on October 1, 2020, the company launched its second Index, namely, the CrowdBureau® P2P Online Lending and Digital Banking Index (CBLENDT). The CrowdBureau® P2P Online Lending and Digital Banking Index ("Index") seeks to capture the peer-to-peer online lending and digital banking ecosystem by tracking the price and total return performance of publicly traded firms domiciled across the globe but listed for trading in the United States ("U.S."), including common stock, American Depository Receipts ("ADRs"), American Depository Shares ("ADSs") and Global Depository Receipts ("GDRs).

As of Tuesday, November 24, 2020, the CrowdBureau® P2P Online Lending and Digital Banking Index (CBLENDT) will replace the underlying rules-based stock methodology for the exchange-traded fund, **LEND - Amplify CrowdBureau® Online Lending and Digital Banking ETF**.

The Index is a rules-based stock index owned, developed and maintained by CrowdBureau Corporation ("CrowdBureau" or the "Index Provider"). In seeking to provide broad exposure to this emerging portion of the economy, the Index is devised to provide exposure to not only those companies that operate online lending platforms that facilitate peer-to-peer lending, but also U.S. financial institutions with a digital lending platform, social networking platforms and providers of technology and software solutions. Together these firms comprise the peer-to-peer online lending and digital banking ecosystem. The index rulebook is published under the **methodology** tab on the CrowdBureau website.

A complete list of Index constituents and their weights is available in the **Index Fact Sheet**.

Index Facts

WEIGHTING METHODOLOGY

The CrowdBureau® P2P Online Lending and Digital Banking Index combines a modified market capitalization weighting approach. For purposes of the Index, each constituent is defined as belonging to one of the two fixed-weight segments within the peer-to-peer securities based crowdfunding and digital lending ecosystem. Individual constituent weights are subject to weight constraints or these may be fixed, for example, financial institutions with a digital lending platform will have a fixed weight of up to 3%, and social network[ing] platforms 1%.

TICKERS	CBLEND AND CBLENDT
INDEX CALCULATION/ PUBLICATION	Solactive AG
TOTAL # OF HOLDINGS	46
REBALANCING FREQUENCY	Quarterly in March, June, September, and December
CALCULATION FREQUENCY	Real Time
CALCULATION CURRENCY	US Dollar
LAUNCH DATE	1-Oct-20
LAST REBALANCE DATES	September 25, 2020 effective October 1, 2020
FIRST VALUE DATE	12/31/19

ABOUT CROWDBUREAU CORPORATION

CrowdBureau Corporation provides data, analytics, asset and risk management tools, and research-based benchmarks and indexes that help investors build and manage better portfolios. Clients rely on our offerings for deeper insights into the drivers of performance and risk in their portfolios, broad asset class coverage and innovative research for the peer-to-peer lending and equity crowdfunding industry. Our line of products and services includes indexes, analytical models, data, peer-to-peer lending benchmarks and research. For more information, visit us at www.crowdbureau.com

Media contact: Charlotte@crowdbureau.com

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