

## WISDOMTREE LAUNCHES ITS FIRST ETFs IN CANADA

*New offerings provide Canadian investors with access to U.S. and key international markets*

**Toronto, July 14, 2016** – WisdomTree announced the launch of its first suite of exchange-traded funds (the “WisdomTree ETFs”) in Canada. These offerings provide Canadians with new investment strategies through which to build and manage their portfolios. The six WisdomTree ETFs are now available for purchase on the Toronto Stock Exchange.

WisdomTree, one of the leading ETF providers worldwide, opened its Canadian office earlier this year. The firm pioneered the concept of dividend-weighted ETFs and is widely known for its currency hedged equity strategies. WisdomTree has leveraged its index development and ETF expertise to launch its first ETFs in Canada.

The new offerings provide investors with the opportunity to add exposure to U.S., European and broad international equities through WisdomTree’s innovative dividend-focused methodologies, while managing foreign currency exposure in a variety of hedged, non-hedged and dynamic hedged choices. Moreover, with the introduction of these six new ETFs, WisdomTree will be participating in a rapidly growing Canadian ETF landscape, which in 2016 surpassed C\$100 billion in assets.

"We're thrilled to be introducing our first offerings to Canadians including Canada's first dynamic currency hedged ETFs," said Raj Lala, Head of WisdomTree Canada. "As one of the few dedicated ETF providers in Canada, we're committed to educating investors about the benefits of ETFs. We build our funds based on research-driven, proprietary methodologies in order to provide investors with the potential for income, performance and diversification."

Mr. Lala noted that the new ETFs help investors access a variety of dynamic markets, in addition to maintaining the benefits of dividend income and the cost efficient ETF structure.

WisdomTree has launched the following ETFs in Canada:

**WisdomTree Europe Hedged Equity Index ETF (EHE)** seeks to track, to the extent possible, the price and yield performance of the WisdomTree Europe CAD-Hedged Equity Index, before fees and expenses. The WisdomTree Europe CAD-Hedged Equity Index is a fundamentally weighted index designed to provide exposure to dividend paying European equities while at the same time neutralizing exposure to fluctuations between the Euro and the Canadian dollar. The WisdomTree ETF has a management fee of 0.58% per annum.

**WisdomTree U.S. Quality Dividend Growth Index ETF (DGR/DGR.B)** seeks to track, to the extent possible, the price and yield performance of the WisdomTree U.S. Quality Dividend Growth Index CAD, before fees and expenses. The WisdomTree U.S. Quality Dividend Growth Index CAD is a fundamentally weighted index designed to provide exposure to dividend-paying U.S. companies with growth characteristics. The ticker “DGR” represents the hedged units, while the ticker symbol “DGR.B” represents the non-hedged units. The WisdomTree ETF has a management fee of 0.38% (for the hedged units) and 0.35% (for the non-hedged units) per annum.

**WisdomTree International Quality Dividend Growth Index ETF (IQD/IQD.B)** seeks to track, to the extent possible, the price and yield performance of the WisdomTree International Quality Dividend Growth Index CAD, before fees and expenses. The WisdomTree International Quality Dividend Growth Index CAD is a fundamentally weighted index designed to provide exposure to dividend paying developed market companies with growth characteristics. The ticker "IQD" represents the hedged units, while the ticker symbol "IQD.B" represents the non-hedged units. The WisdomTree ETF has a management fee of 0.58% (for the hedged units) and 0.48% (for the non-hedged units) per annum.

**WisdomTree U.S. High Dividend Index ETF (HID/HID.B)** seeks to track, to the extent possible, the price and yield performance of the WisdomTree U.S. High Dividend Index CAD, before fees and expenses. The WisdomTree U.S. High Dividend Index CAD is a fundamentally weighted index designed to provide exposure to companies with high dividend yields selected from the WisdomTree Dividend Index. The ticker "HID" represents the hedged units, while the ticker symbol "HID.B" represents the non-hedged units. The WisdomTree ETF has a management fee of 0.38% (for the hedged units) and 0.35% (for the non-hedged units) per annum.

**WisdomTree U.S. Quality Dividend Growth Dynamic Hedged Index ETF (DQD)** seeks to track, to the extent possible, the price and yield performance of the WisdomTree U.S. Quality Dividend Growth Index Dynamic CAD-Hedged, before fees and expenses. The WisdomTree U.S. Quality Dividend Growth Index Dynamic CAD-Hedged is a fundamentally weighted index designed to provide exposure to dividend-paying U.S. companies with growth characteristics, while at the same time dynamically hedging currency exposure to fluctuations between the value of the U.S. dollar and the Canadian dollar. The WisdomTree ETF has a management fee of 0.43% per annum.

**WisdomTree International Quality Dividend Growth Dynamic Hedged Index ETF (DQI)** seeks to track, to the extent possible, the price and yield performance of the WisdomTree International Quality Dividend Growth Index Dynamic CAD-Hedged, before fees and expenses. The WisdomTree International Quality Dividend Growth Index Dynamic CAD-Hedged is a fundamentally weighted index designed to provide exposure to dividend paying developed market companies with growth characteristics, while at the same time dynamically hedging currency exposure to fluctuations between the value of foreign currencies and the Canadian dollar. The WisdomTree ETF has a management fee of 0.63% per annum.

Mr. Lala added, "By combining the best elements of active and passive investing, WisdomTree's Smart Beta ETFs give Canadians the opportunity to participate in effective, risk-managed investments. We look forward to growing our business in Canada through a commitment to anticipating and addressing key investor needs."

Further information about the new funds can be found at [www.wisdomtree.com](http://www.wisdomtree.com).

#### **About WisdomTree**

WisdomTree Investments, Inc., through its subsidiaries in the U.S., Canada, Europe and Japan (collectively, "WisdomTree"), is an exchange-traded fund ("ETF") and exchange-traded product ("ETP") sponsor and asset manager headquartered in New York. WisdomTree offers products covering equities, fixed income, currencies, commodities and alternative strategies. WisdomTree currently has approximately \$40.0 billion in assets under management globally.

WisdomTree® is the marketing name for WisdomTree Investments, Inc. and its subsidiaries worldwide.

**Canada Media:**

NATIONAL Public Relations  
Scott Anderson / Jennifer Lee  
+1.416.420.9909 / +1.416.848.1383  
[canadapress@wisdomtree.com](mailto:canadapress@wisdomtree.com)

**U.S. Media:**

WisdomTree Investments, Inc.  
Jessica Zaloom / Melissa Chiles  
+1.917.267.3735 / +1.917.267.3797  
[jonaloom@wisdomtree.com](mailto:jonaloom@wisdomtree.com) / [mchiles@wisdomtree.com](mailto:mchiles@wisdomtree.com)

**Investor Relations:**

WisdomTree Investments, Inc.  
Stuart Bell  
+1.917.267.3702  
[sbell@wisdomtree.com](mailto:sbell@wisdomtree.com)

**Contact Information:**

WisdomTree Asset Management Canada, Inc.  
161 Bay Street, 27th Floor  
Toronto, Ontario M5J 2S1  
+1.416.304.9225 / +1.866.893.8733  
[canadainfo@wisdomtree.com](mailto:canadainfo@wisdomtree.com)