

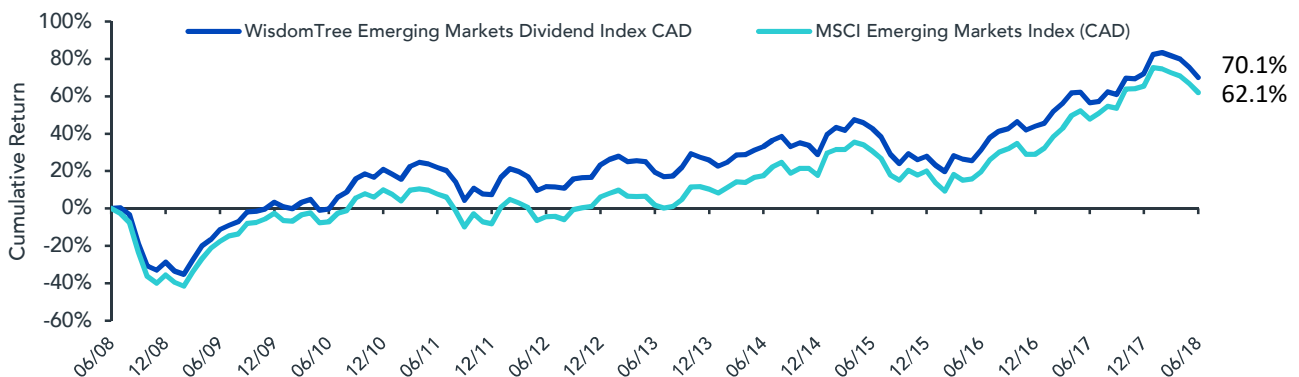
A BROAD MARKET SOLUTION FOR EMERGING MARKET EQUITY ALLOCATIONS

While the emerging markets may not be the first place many investors look when seeking out income, we believe the region's potential is significant. In fact, approximately 90% of emerging market companies paid dividends over the prior 12 months. And dividends offer numerous benefits, including the potential to enhance performance and reduce downside risk.

EMERGING MARKET DIVIDENDS: ESTABLISHED RECORD OF PERFORMANCE

At WisdomTree, we believe that dividends provide an objective measure of a company's health and profitability—one that cannot be affected by accounting methods or government decisions. We have been weighting by dividends since WisdomTree launched its first indexes and exchange-traded funds in the United States in 2006. This methodology of weighting stocks by their Dividend Stream can magnify the effects dividends have on performance, potentially increasing returns or reducing volatility compared to traditional market capitalization-weighted indexes. The power of weighting equity markets by the dividends companies pay rather than by their market value can be seen in the performance track record of the WisdomTree Emerging Markets Dividend Index CAD vs. the MSCI Emerging Markets Index (CAD):

Figure 1: Outperformance & High Correlation



	Average Annual Return	Avg. Ann. St. Dev.	Sharpe Ratio	Beta vs. MSCI EM CAD	Correlation vs. MSCI EM CAD
WisdomTree Emerging Markets Dividend Index CAD	5.45%	14.67%	0.32	0.89	0.98
MSCI Emerging Markets Index (CAD)	4.95%	16.12%	0.26	1.00	1.00

Sources: WisdomTree, FactSet, Bloomberg, 07/01/08–6/30/2018. * WisdomTree Emerging Markets Dividend Index CAD was launched on 06/07/2016. Performance of the Index prior to the launch date represents hypothetical back-tested data. This hypothetical back-tested data has been calculated by an independent calculation agent and WisdomTree and has been included for illustrative purposes only. Index performance does not represent actual fund performance. Index returns assume reinvestment of distributions received but do not reflect fees, transaction costs or expenses. You cannot invest directly in an index. The chart shown is used only to illustrate the effects of the compound growth rate and is not intended to reflect future performance of the Index.

BROAD EXPOSURE

If asked to identify two core principles by which the WisdomTree Emerging Markets Dividend Index CAD is guided, we would emphasize the broadness of the exposure and the relative value rebalance.

At its most recent screening date, the WisdomTree Emerging Markets Dividend Index CAD had about 1,400 qualifying constituents—a very broad cross-section of emerging market dividend payers, with a total market capitalization of more than 9.5 trillion CAD. Interestingly, there were actually more constituents than in the MSCI Emerging Markets Index, which had around 800 constituents as of this same date.

Figure 2: WisdomTree Emerging Markets Dividend Index Methodology

Methodology	
Eligible Universe	Component companies must be incorporated and list their shares on one of the major stock exchanges in the following countries: Brazil, Chile, China*, Czech Republic, Hungary, India, Indonesia, South Korea, Malaysia, Mexico, Philippines, Poland, Russia**, South Africa, Taiwan, Thailand and Turkey. Securities must have paid at least \$5 million in cash dividends on shares of their common stock in the annual cycle prior to the annual reconstitution.
Liquidity	Component companies must meet minimum market cap and liquidity screens to be eligible.
Weighting	The initial weight of a component in the Index at the annual reconstitution is based on each component's Dividend Stream (derived by multiplying the U.S. dollar value of the company's annual dividend per share by the number of shares outstanding for that company) divided by the total Dividend Stream of the Index.

Source: WisdomTree.

*China: With respect to China, constituents may be incorporated within or domiciled within China, and shares must trade on the Hong Kong stock exchange.

**Russia: With respect to Russia, constituents must have a Global Depository Receipt (GDR), with listing most typically but not limited to the London Stock Exchange. GDRs allow corporations to list their stock on different exchanges outside of their home market.

In summation, dividend payers for 17 eligible markets are selected:

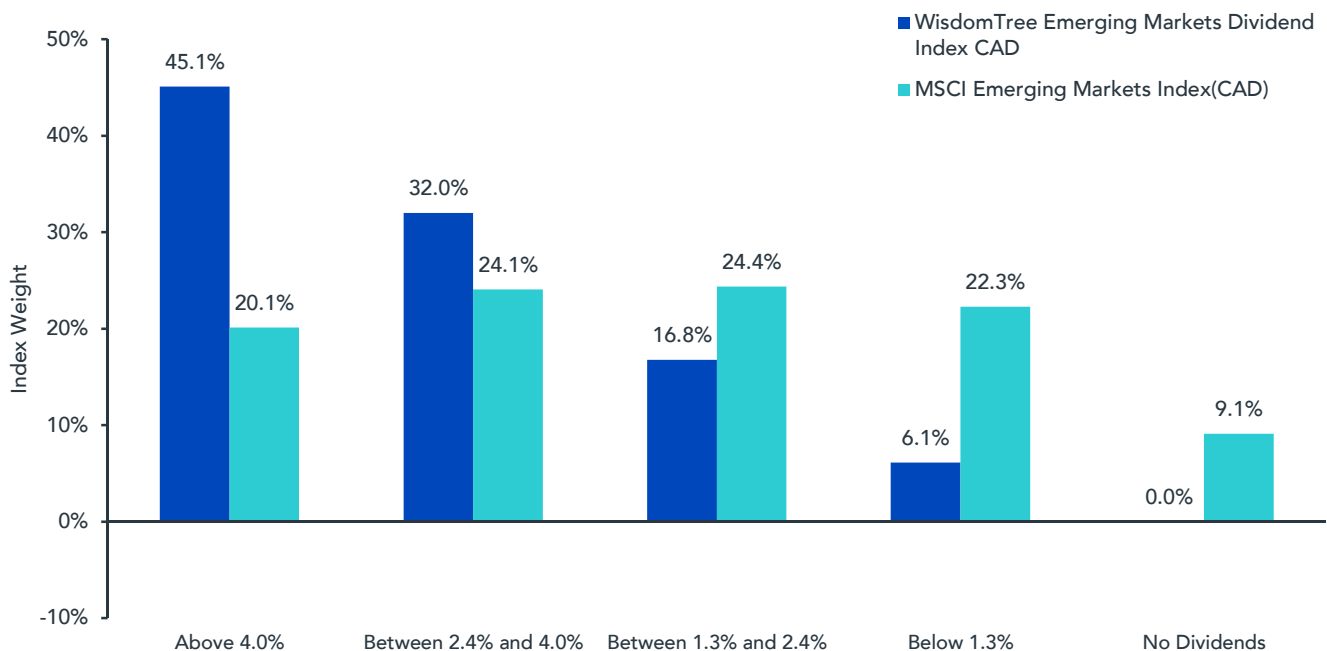
- + Countries and sectors are capped at a maximum weight of 25% at the annual index screening to mitigate the risk of becoming too heavily weighted toward any single country or single sector.
- + Between annual screening dates, either country or sector weights may drift above 25% due to market movement.

RELATIVE VALUE REBALANCE

Our annual rebalancing process refreshes index constituent weights based on the concept of relative value. Weights change at the rebalance based on each stock's relative price appreciation compared to its relative dividend growth. Dividing the WisdomTree Emerging Markets Dividend Index CAD and MSCI Emerging Markets Index into dividend yield quartiles using the MSCI Emerging Markets Index helps illustrate the impact of weight and rebalancing back to the Dividend Stream.

- + The WisdomTree Emerging Markets Dividend Index CAD had about half of its weight in the highest quartile—stocks with dividend yields above 4.0%.
- + Tilting the index weights toward companies that pay larger dividends raises the dividend yield of the entire index. The dividend yield of the WisdomTree Emerging Markets Dividend Index CAD stood at 3.78% as of the most recent November 30th WisdomTree Index reconstitution, considerably higher than that of the MSCI Emerging Markets Index.

Figure 3: Dividend Quartile Comparison



Index Dividend Yields

WisdomTree Emerging Markets Dividend	3.78%
MSCI Emerging Markets	2.52%

Source: WisdomTree, Standard & Poor's, Bloomberg, as of the WisdomTree Emerging Markets Dividend Index CAD reconstitution 11/30/2017. Both mentioned strategies reflect their base CAD indexes. Subject to change. Past performance is not indicative of future results. You cannot invest directly in an index.

Introducing the WisdomTree Emerging Markets Dividend Index ETF (EMV.B)

The **WisdomTree Emerging Markets Dividend Index ETF (EMV.B)**, which is designed to track the WisdomTree Emerging Markets Dividend Index CAD offers investors:

- + The opportunity to capitalization on emerging market companies.
- + The potential to generate higher returns with lower volatility than comparable capitalization-weighted indexes.
- + The potential to derive greater income from one's emerging market exposure.

WisdomTree Emerging Markets Dividend Index ETF Quick Facts

Quick Facts

Ticker: EMV.B

Class: Non-Hedged Units

Exchange: TSX

Management Fee: 0.38%

Management Expense Ratio: 0.39%

Exposure: Emerging market dividend-paying stocks

Management Expense Ratio (MER) - As reported on the Fund's most recent Management Report of Fund Performance. MER is the total of the Fund's management fee and operating expenses, including all waivers and absorptions, and is expressed as an annualized percentage of the average daily net asset value.

The WisdomTree ETFs listed on the Toronto Stock Exchange are managed by WisdomTree Asset Management Canada, Inc. Commissions, management fees and expenses all may be associated with investing in WisdomTree ETFs. Please read the relevant prospectus before investing, which is available at www.wisdomtree.com. WisdomTree ETFs are not guaranteed, their values change frequently and past performance may not be repeated. Nothing in any commentary should be considered a recommendation to buy or sell a particular security. Tax, investment and all other decisions should be made, as appropriate, only with guidance from a qualified professional.

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