



Cloud Computing leaders battle each other for World's Most Valuable Company

- *HAN-GINS Global Innovative Technology UCITS ETF (ITEK)*
- *HAN-GINS Global Cloud Technology UCITS ETF (SKYY)*

Los Angeles, December 3rd 2018

- The leading three Cloud companies are locked in a tight race to become the world's most valuable company.
- Amazon, Apple and Microsoft are almost tied in the race for the title of world's most valuable public company.
- Microsoft officially became the most valuable company (at the end of November). Its market value has doubled since the start of 2017.
- As of Dec 3rd (Monday's close), Apple retook the lead with a market cap of \$877 billion. Although the difference between the companies is less than \$17 billion

Microsoft's recent success – based on the Cloud

- Microsoft's huge gain in market cap is largely powered by its growth in Cloud Computing market share – via its Azure Cloud platform.
- Microsoft surged past Apple in market cap at the end of trading last week.
- Microsoft has embraced open-source Cloud Technology and partnered with competitors. Allowing companies to migrate information between both private and public cloud premises.
- Microsoft has doubled down on Cloud – growing faster than AWS (Amazon Web Services) in the past 2 years.
- Microsoft has made cloud a key strategic priority, changing compensation for salespeople - ensuring existing customers use their cloud services. The key is offering hybrid (cross-over) cloud subscription services to existing business customers, at reasonable prices.
- Microsoft's commercial cloud includes the Azure cloud as well as business subscriptions to Office 365 productivity tools, commercial LinkedIn revenue and the Dynamics 365 business software – is now disclosed in quarterly revenues.

- Microsoft's fast-growing cloud and internet businesses could top \$70 billion in revenue by 2020, up from just \$18.5 billion in 2016.
- Unlike AWS that tends to compete with certain customers - Microsoft is a more collaborative partner.
- Microsoft's Azure cloud offers unique breadth to its portfolio (ie Windows and Open Source Linux), plus flexibility to work with business customers existing on-site data centers.
- Microsoft continues to embrace partnerships with competitors like Dropbox, Red Hat, Salesforce and even Amazon.
- Unlike Facebook, Microsoft is less reliant on securing personal information – insulating it from criticism.

BACKGROUND

The *HAN-GINS Cloud Technology ETF* is currently the only European ETF focused on Cloud themed companies. It provides low-cost access to the Top 50 Global Cloud leaders – at just 75bps.

EXCHANGE	BLOOMBERG CODE	RIC	ISIN	CURRENCY	SEDOL
ITEK	75 bps TER	GLOBAL INNOVATION TECHNOLOGY ETF			
<i>London Stock Exchange</i>	ITEK	ITEK.L	IE00BDDRF700	USD	BYVJ8Y3
<i>London Stock Exchange</i>	ITEP	ITEP.L	IE00BDDRF700	GBP	BYVJ9D9
SKYY	75 bps TER	CLOUD TECHNOLOGY ETF			
<i>London Stock Exchange</i>	SKYY	SKYY.L	IE00BDDRF924	USD	BYVJ8T8
<i>London Stock Exchange</i>	SKYP	SKYP.L	IE00BDDRF924	GBP	BYVJ9B7

The *HAN-GINS Cloud Technology UCITS ETF (SKYY)* tracks the Solactive Cloud Technology Index, an index of leading companies that are active in the field of cloud-based software and services. The fund uses an artificial intelligence

process to identify and capture a global cloud technology opportunity set with constituents weighted by market capitalization and capped at 4%. The fund has a TER of 75 bps.

The **HAN-GINS Global Innovative Technology UCITS ETF (ITEK)** tracks the Solactive Innovative Technologies Index, a diversified, global index of pioneering companies that are poised to create and benefit from tomorrow's industrial revolutions. The fund targets companies involved in Robotics & Automation, Cloud Computing & Big Data, Cyber Security, Future Cars, Genomics, Social Media, Augmented and Virtual Reality and Blockchain, enabling investors to gain exposure to many world-changing, high-growth sectors in a single trade. The fund has TER of 75 bps.

Ends

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About GinsGlobal Index Funds

GinsGlobal Index Funds is a global based asset management company specializing in index mutual funds, index structured products and capital guaranteed funds for institutional and private investors. Founded in 2000, the company now has operations in North America, Europe, UK, Asia-Pacific, Middle East and Africa. www.ginsglobal.com

About HANetf:

HANetf is Europe's first independent white label ETF platform, providing an efficient, cost effective solution for asset managers and financial institutions seeking to enter the European ETF market. HANetf's innovative platform provides a turnkey solution combining product development, compliance, capital markets, sales, marketing and distribution. Founded by two of Europe's leading ETF entrepreneurs, Hector McNeil and Nik Bienkowski, HANetf has the operational and regulatory experience necessary to manage the complexities of launching and managing an ETF. www.hanetf.com

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