



MODERN PORTFOLIOS FOR MODERN INVESTING

Finding better ways to invest

Investors today face a number of challenges. Market volatility¹, geopolitical turmoil, and Fed Policy uncertainty can impact the performance of almost any investment. But investors also face challenges from the investments themselves, including costs, performance potential and investment overlap. WisdomTree offers unique strategies that can help solve these challenges.

WisdomTree investments offer

COST EFFICIENCY	PERFORMANCE POTENTIAL	DIVERSIFICATION
Costs can eat away at returns very quickly—investors need cost efficient investments	Investors need long-term performance potential, but not the high fees that often come with many traditional active investments	Diversification helps to provide the performance potential investors need in any market environment

WisdomTree is an industry innovator

WisdomTree is global financial innovator, empowering investors to shape their future and supporting financial professionals to better serve their clients and grow their businesses.. Our exchange-traded funds (ETFs) and ETF model portfolios combine the promise of active management, such as the potential of outperformance against a benchmark, with the benefits of passive management to create innovative strategies built for performance. With so many investment options in the market today, WisdomTree ETF model portfolios leverage our asset allocation and research teams to construct model portfolios to be used by an advisor as a resource to meet a broad range of investment objectives and risk tolerances for their clients.

¹ Volatility: A measure of the dispersion of actual returns around a particular average level.

The model advantage

When multiple funds are put together into a “model” portfolio, they can offer advisors even more benefits to consider for their clients, including broad diversification in a single portfolio and a range of options to a client’s investment objectives and risk profile. WisdomTree models, however, go even further than this to provide the potential for:

- + **Enhanced returns**
- + **Increased income**
- + **Lower risks and downside protection**

Solutions to help you

WisdomTree launched with the goal of creating a better way to invest. We believe investors should not have to choose between cost efficiency and performance, so we created Modern Alpha ETFs and ETF model portfolios that combine the best elements of both. And whether your investing style leans toward conservative or aggressive, your advisor can use one of our model portfolios as a resource to tailor the approach for your needs.

Experience to meet your needs

WisdomTree has a history steeped in research and innovation. We have launched many first-to-market ETFs and pioneered alternative weighting methods that can help enhance performance potential and reduce risks. We have also pioneered ETF asset allocation methods. In fact, our Asset Allocation Team has decades of experience in asset allocation, global market research and ETFs.

What is asset allocation?

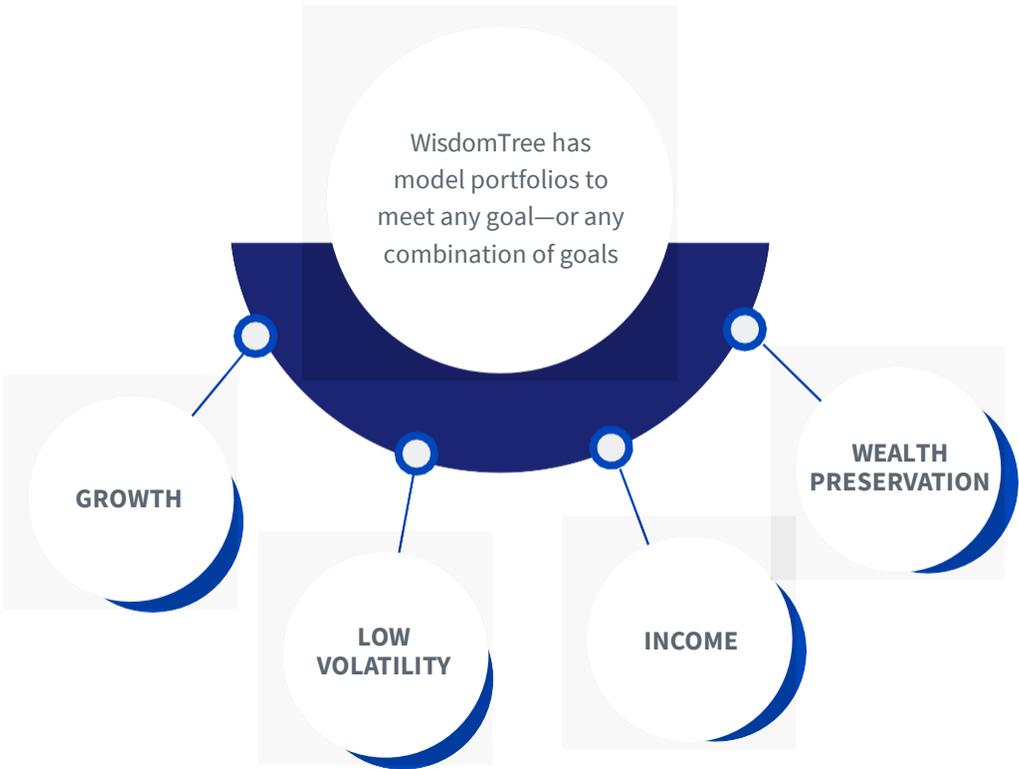
Asset allocation is deciding where to put your money to work in the markets. While the original definition discussed only stocks, bonds and cash, today, asset allocation can include alternative assets like real estate and managed futures. It also includes geographies, like international, emerging and domestic markets.



Models built to perform

WisdomTree model portfolios are designed based on both the asset allocation team's views of what's going on in markets around the world AND to meet various investor goals. A portfolio for someone looking to pay for a wedding in two years, for example, would look very different from one for a person saving for their retirement in 30 years.

Options for your advisor to consider



Unique models for unique needs

WisdomTree has always done things differently. We develop strategies that are unique, that provide a better way to access a market or to achieve a goal, and that enable advisors to access sophisticated strategies in simple, efficient ways—all to provide a better investing experience.

How our models are different

	Average Model Portfolios	WisdomTree Model Portfolios
HOW PERFORMANCE IS GENERATED	Most ETF model portfolios hope to generate performance potential through the asset allocation only	WisdomTree model portfolios seek to generate performance potential through asset allocation AND our factor approach to investing
HOW MODELS ARE BUILT	Most competitors use only their own funds	WisdomTree models use best-in-class ETFs from WisdomTree and other leading managers
TRACK RECORD	Very few competitors have attractive, multi-year track records	WisdomTree’s Modern Alpha models have attractive, multi-year track records

Why use ETFs?

ETFs offer investors a number of benefits that make them smart choices for building models, including:

- Complete transparency, so you always know what you own
- No minimum investments
- No sales charges (though ordinary brokerage fees may apply)
- Liquidity, as shares can be bought or sold any time
- Tax efficiency due to their creation and redemption process

Past performance is not indicative of future results.



A close-up photograph of a hand holding a silver pen, pointing at a financial chart displayed on a laptop screen. The chart shows a line graph with a yellow trend line and a red shaded area. The background is dark with blue and green light effects, suggesting a financial or data analysis environment.

WisdomTree MODERN ALPHA[®] MODERN PORTFOLIOS

Much like the mythical better “mouse trap,” investors and advisors are always seeking better ways to invest. The question is, are most investment managers? WisdomTree was launched with the lofty goal of creating a better way to invest—and we always keep that goal in mind, pushing ourselves, our investments and our models forward to provide ever better strategies for today’s investors. For more information on how model portfolios may be considered as part of a diversified portfolio, speak to your advisor.

Investors and their advisors should consider the investment objectives, risks, charges and expenses of the ETFs underlying any model portfolio carefully before investing. A prospectus containing this and other information is available by calling 866.909.9473, or visiting WisdomTree.com with respect to WisdomTree ETFs or call the number of the ETF sponsor listed on the back of a non-WisdomTree Funds' prospectus. Investors should read the prospectus carefully before investing.

There are risks associated with investing, including possible loss of principal. Foreign investing involves currency, political and economic risk. Funds focusing on a single country, sector and/or funds that emphasize investments in smaller companies may experience greater price volatility. Investments in emerging markets, real estate, currency, fixed income and alternative investments include additional risks. Please see prospectus for discussion of risks.

For retail investors: WisdomTree's Model Portfolios are not intended to constitute investment advice or investment recommendations from WisdomTree. Your investment adviser may or may not implement WisdomTree's Model Portfolios in your account. The performance of your account may differ from the performance shown for a variety of reasons, including but not limited to: Your investment adviser, and not WisdomTree, is responsible for implementing trades in the accounts; differences in market conditions; client-imposed investment restrictions; the timing of client investments and withdrawals; fees payable; and/or other factors. WisdomTree is not responsible for determining the suitability or appropriateness of a strategy based on WisdomTree's Model Portfolios. WisdomTree does not have investment discretion and does not place trade orders for your account. This material has been created by WisdomTree and the information included herein has not been verified by your investment adviser and may differ from information provided by your investment adviser. WisdomTree does not undertake to provide impartial investment advice or give advice in a fiduciary capacity. Further, WisdomTree receives revenue in the form of advisory fees for our exchange traded funds and management fees for our collective investment trusts.

WisdomTree Model Portfolio information is designed to be used by financial advisors solely as an educational resource, along with other potential resources advisors may consider, in providing services to their end clients. WisdomTree's Model Portfolios and related content are for information only and are not intended to provide, and should not be relied on for, tax, legal, accounting, investment or financial planning advice by WisdomTree, nor should any WisdomTree Model Portfolio information be considered or relied upon as investment advice or as a recommendation from WisdomTree, including regarding the use or suitability of any WisdomTree Model Portfolio, any particular security or any particular strategy. In providing WisdomTree Model Portfolio information, WisdomTree is not acting and has not agreed to act in an investment advisory, fiduciary or quasi-fiduciary capacity to any advisor or end client, and has no responsibility in connection therewith, and is not providing individualized investment advice to any advisor or end client, including based on or tailored to the circumstance of any advisor or end client. The Model Portfolio information is provided "as is," without warranty of any kind, express or implied. WisdomTree is not responsible for determining the securities to be purchased, held and/or sold for any advisor or end client accounts, nor is WisdomTree responsible for determining the suitability or appropriateness of a Model Portfolio or any securities included therein for any third party, including end clients.

Advisors are solely responsible for making investment recommendations and/ or decisions with respect to an end client, and should consider the end client's individual financial circumstances, investment time frame, risk tolerance level and investment goals in determining the appropriateness of a particular investment or strategy, without input from WisdomTree. WisdomTree does not have investment discretion and does not place trade orders for any end client accounts. Information and other marketing materials provided to you by WisdomTree concerning a Model Portfolio—including allocations, performance and other characteristics—may not be indicative of an end client's actual experience from investing in one or more of the funds included in a Model Portfolio. Using an asset allocation strategy does not ensure a profit or protect against loss, and diversification does not eliminate the risk of experiencing investment losses. There is no assurance that investing in accordance with a Model Portfolio's allocations will provide positive performance over any period. Any content or information included in or related to a WisdomTree Model Portfolio, including descriptions, allocations, data, fund details and disclosures, are subject to change and may not be altered by an advisor or other third party in any way.

WisdomTree primarily uses WisdomTree Funds in the Model Portfolios unless there is no WisdomTree Fund that is consistent with the desired asset allocation or Model Portfolio strategy. As a result, WisdomTree Model Portfolios are expected to include a substantial portion of WisdomTree Funds notwithstanding that there may be a similar fund with a higher rating, lower fees and expenses, or substantially better performance. Additionally, WisdomTree and its affiliates will indirectly benefit from investments made based on the Model Portfolios through fees paid by the WisdomTree Funds to WisdomTree and its affiliates for advisory, administrative and other services.

Financial professionals/advisors using WisdomTree model portfolios have the ability to include a non-WisdomTree logo in the lower portion of the cover of this document. To the extent any such logo is included, WisdomTree has not reviewed the logo, its content or messaging and is not responsible or liable for such logo, its content or messaging. Further, it should not be considered a recommendation or endorsement by WisdomTree of any firm named or other information in any such logo.

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