

## BlueStar Indexes and Aperio Launch Israel Exposure Tilt Strategy

**New York, NY and Sausalito, CA, September 13, 2017**—Aperio Group, LLC and BlueStar Indexes® announce the launch of the first-ever investment strategy designed to overweight public companies that have a strong connection to the Israeli economy and its widely recognized innovation ecosystem.

BlueStar's *Israel Exposure Universe* features more than 350 leading global multinationals—such as Intel, Apple, Cisco, Nestle, Mylan, HP, Berkshire Hathaway, and Singapore Telecoms—and represents a broad cross-section of companies in diverse sectors, from information technology to health care, financials, and consumer discretionary/staples. BlueStar has identified these companies as having a major or material presence in Israel's economy and/or participating in Israel's technological dynamism. Approximately 70% of the companies are American, 25% developed international (mostly from Europe), and 5% from emerging markets.

Aperio's *Israel Exposure Strategy* is designed to track a broad global, international, or domestic equity market benchmark, depending on a client's preference. Investors can further customize the strategy to reflect additional ESG/SRI values, focus on harvesting tax losses, and/or tilt the portfolio toward factors such as high quality, low volatility, or momentum.

"BlueStar is thrilled to partner with Aperio in introducing our unique *Israel Exposure Universe* dataset and assisting in bringing customizable Israel-tilted strategies to Aperio's sophisticated clients," says Steven Schoenfeld, Founder and Chief Investment Officer of BlueStar Indexes. "We believe that greater awareness of Israel's integration in and indispensability to the global economy can be aligned with investors' values, and with their portfolios," he adds.

"Financial advisors are increasingly challenged to construct smart investment strategies that reflect the values and/or missions of their clients," says Liz Michaels, Aperio's Director of ESG/SRI Strategies. "BlueStar's data provides us with an additional tool to help clients interested in aligning their interests in Israel in thoughtfully designed, risk-controlled, low-cost portfolios. We are excited to integrate this new offering into our solution set."

Israel is known as one of the fastest-growing OECD economies and a leading innovator in the global technology ecosystem. Its companies and academics have been pioneers in the fields of cybersecurity, autonomous vehicles and robotics, defense technology, software, Agri-Tech and Clean Tech strategies, big data, medical devices, and biotechnology.

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### About BlueStar Indexes®

BlueStar Indexes is a research-focused financial firm that specializes in Israeli capital markets. BlueStar's mission is to develop investment strategies that provide global institutional and retail investors efficient access to the full range of Israeli asset classes. BlueStar's flagship products are the *BlueStar Israel Global Index*® (BIGI®), a benchmark designed for broad, deep, and complete coverage of Israeli companies, providing balanced sector exposure to Israel's dynamic economy; and the *TASE-BlueStar Israel Global Technology Index*™ (TA-BIGITech®). The NYSE-listed **ISRA** Israel ETF, two TASE-listed ETNs sponsored by Psagot and an I.B.I. index tracking fund track BIGI®. The TASE-BlueStar Israel Global Technology Index™ is tracked by the Nasdaq-listed **ITEQ**® ETF and two Israel-registered TA-BIGITech® index-tracking products managed by KSM.

BlueStar's insights provide a unique global perspective on Israel's economy, its equity and fixed-income markets, and the key sectors driving investment performance in the Israeli market.

### About Aperio Group

Aperio Group, LLC, based in Sausalito, California, designs and manages custom portfolios to track index benchmarks or deliver targeted risk, factor, geographic, or industry exposures customized to a client's specific tax situation, values, and/or desired economic exposure. As an investment advisor, Aperio works with both taxable and tax-exempt investors to track a broad range of US and international indexes. For more information, visit [www.aperiogroup.com](http://www.aperiogroup.com). Form ADV Part 2A contains complete information regarding the firm's services and fees, which can be obtained at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). This press release is for informational purposes only and should not be considered a recommendation to buy or sell any types of securities.

Aperio's strategies are available in separately managed accounts (SMAs) through select intermediaries approved by Aperio at a \$1 million minimum.

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