

A Closer Look: Why NASDAQ OMX Indexes?

Boost is an independent, award-winning Exchange-Traded Product (ETP) provider, one of few independent providers of specialised “ETPs” in the European market, and is the first to focus on 3x Short and 3x Leveraged ETPs. Boost brings something new to the European market with the aim of adding value to investors. This is in contrast to the broad 'supermarket' offerings that the majority of ETP Issuers provide today. Boost's offering targets sophisticated investors including day traders, stock brokers, wealth managers, high frequency traders and institutional investment managers.

Boost prides itself on selecting 'Best of Breed' service providers and partners for its Short and Leveraged platform, with a focus on providing investors with **transparent, robust and innovative ETPs**. To launch its range of Exchange-Traded Commodities (“ETCs”) on the London Stock Exchange, Boost sought a commodity index provider with a recognised brand, transparent index methodologies and one that could provide a broad universe of commodities and strategies.

After a thorough selection process, Boost decided to use the NASDAQ OMX Commodity Index Family for its range of ETCs. As a premier index operation, NASDAQ OMX offers Boost investors exposure to broad and diverse indexes across multiple geographies and strategies, in addition to rules-based, transparent methodologies and high quality data. Boost now offers 10 leveraged products based on NASDAQ Commodity indexes.

Selection Process

A number of RFPs were conducted with major commodity index providers to determine the 'Best of Breed' Commodity Index provider for Boost's ETCs.

The key areas considered were;

1. Meet the “Best of Breed” criteria required by the Boost platform
2. Brand recognition of the index provider and indexes
3. Full range of commodities available within the family Liquidity & transparency to support leveraged ETPs
4. Product & index innovation
5. Superior customer service & data delivery

The founders of Boost were managing partners of ETF Securities, an ETP issuer that issued 300+ products with multiple index providers. Their experience, along with a rigorous RFP process, supported the selection of NASDAQ OMX as a 'Best of Breed' Commodity Index provider for the Boost platform.

Seamless Product Development Process

Short and Leveraged ETPs have unique characteristics compared to standard non-leveraged products. As such, it was necessary for additional features to be built into the selected indexes of the NASDAQ Commodity Index Family to handle certain circumstances, such as market disruption events. NASDAQ OMX's Index Research and Development experts worked closely with Boost to deliver the required solutions. The team was extremely accommodating and spent valuable time to ensure that the indexes remain transparent and robust but also suitable for leveraged products. This enabled Boost to launch Best of Breed products with exposure to transparent, liquid and cost effective commodity indexes.

Agile Operations

NASDAQ OMX utilises world class technology to disseminate quality data enabling Boost to deliver accurate and efficient pricing for Boost ETCs. They are agile in their client delivery; when Boost required real-time calculations, NASDAQ OMX turned the request around within a matter of days. They are also flexible in their approach; in order for Boost to launch in additional European markets, NASDAQ OMX adapted their systems and processes to deliver data files earlier in the day.

Exceptional Customer Service

From product development to ongoing data and system enhancements, NASDAQ OMX has proved to be a collaborative partner that delivers innovative products while being agile in their approach, and providing transparent indexes. This is all supported by exceptional customer service.

"Boost is pleased to 'partner' with NASDAQ OMX as we set out to innovate the ETP industry. The NASDAQ Commodity Indexes are well constructed and offer our investors exposure to some of the broadest and diverse commodity indexes available," said Boost co-CEO Nik Bienkowski.

"We also felt that NASDAQ OMX was flexible and innovative in their approach, thus aligning NASDAQ OMX's qualities with Boost even more closely".

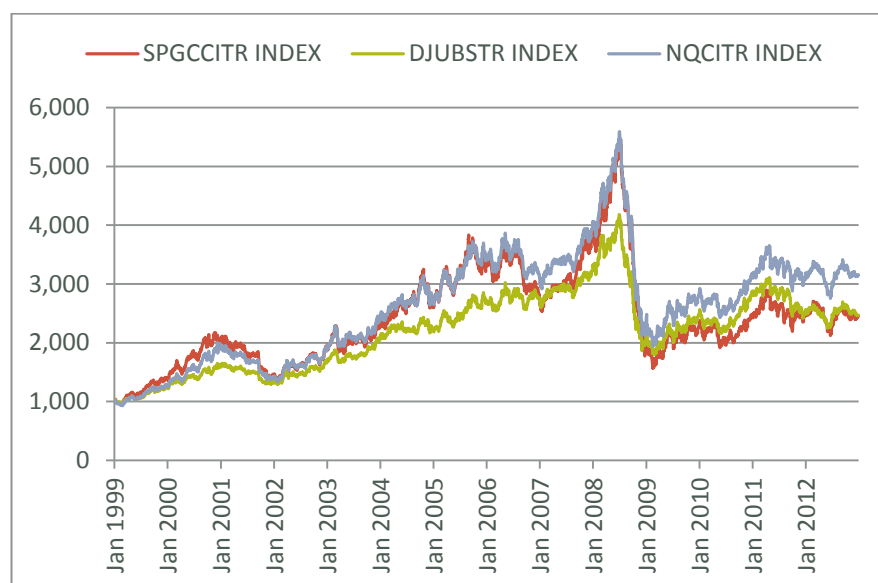
In Summary

NASDAQ OMX provides a premier index operation;

- They have successfully created and launched market leading indexes
- NASDAQ Commodity Index Family provides investors exposure to some of the broadest and most diverse commodity indexes across multiple geographies and strategies including a very broad benchmark index and a more liquid tradable version
- Indexes are well-constructed and based on a robust, objective and transparent index methodology
- NASDAQ OMX provides investors with a real alternative and diversification to other existing commodity index providers and indices
- They utilise world class technology to deliver quality data on a timely basis and are flexible to our needs
- Their accommodating, responsive and client-focused team provides an outstanding client experience

Benchmark Index Performance

Through the period of January 1999 to January 2013, the NASDAQ Commodity Benchmark Index TR (NQCITR) has performed well versus other major commodity indices.



	NQCITR	SPGCCITR	DJUBSTR
Av Rate of Return	0.042%	0.038%	0.032%
Standard Deviation	1.3%	1.6%	1.1%
Annualised Volatility	21.4%	24.6%	17.5%
Sharpe Ratio	.031	.024	.029

Source: Bloomberg, NASDAQ. Boost ETP Date: Jan 1999 → Jan 2013

About Boost ETP

Boost is an award winning ETP provider, one of few independent providers of specialised Exchange Traded Products (ETPs) in the European market and is the first to focus on 3x Leveraged and 3x Short ETPs. Boost brings something new to the European market with the aim of adding value to investors. This is in contrast to the broad 'supermarket' offerings that the majority of ETP Issuers provide today. Boost's offering targets sophisticated investors including day traders, stock brokers, wealth managers, high frequency traders and institutional investment managers.

Boost ETP's key features include:-

- **Independence** - Boost is an independent boutique ETP provider. Boost is independent from any investment bank, swap provider, market maker, trustee or custodian.
- **Best of breed** – Boost's founders have over 20 years of experience in the ETP market. With that experience, plus the wealth of experience provided by Boost's world class service providers, investors are able to enjoy efficient products with liquidity, strong counterparty risk management and relatively low costs.
- **Transparency** – Boost discloses all fees, collateral holdings and details on its website each day.
- **Innovative and nimble** - Boost aims to be a leader in innovation. This will be evidenced by the ETPs issued, as well as the product development and market research behind the products.
- **Focused and specialised** - Boost's strategy differs from the existing ETP issuers by not focusing on being everything to everyone.
- **Education** - Boost will focus on providing all the educational and thought leadership tools needed by investors.

For further information please visit www.boostetp.com or email info@boostetp.com.

Contact Us

If you would like further information about Boost ETP's product range or any of the content within this fact sheet, please email info@boostetp.com, or call +44 (0)20 3515 0050.

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The value of an investment in ETPs may go down as well as up and past performance is not a reliable indicator of future performance. An investment in ETPs is dependent on the performance of the underlying index, less costs, but it is not expected to match that performance precisely. ETPs involve numerous risks including among others, general market risks relating to the relevant underlying index, credit risks on the provider of index swaps utilised in the ETP, exchange rate risks, interest rate risks, inflationary risks, liquidity risks and legal and regulatory risks.

ETPs offering daily leveraged or daily short exposures ("Leveraged ETPs") are products which feature specific risks that prospective investors should understand before investing in them. Higher volatility of the underlying indices and holding periods longer than a day may have an adverse impact on the performance of Leveraged ETPs. As such, Leveraged ETPs are intended for financially sophisticated investors who wish to take a short term view on the underlying indices. As a consequence, Boost ETP LLP is not promoting or marketing Boost ETPs to Retail Clients. Investors should refer to the section entitled "Risk Factors" and "Economic Overview of the ETP Securities" in the Prospectus for further details of these and other risks associated with an investment in Leveraged ETPs and consult their financial advisors as needed.

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