

The China Consumer E-Commerce Opportunity

An Overview of the KraneShares
CSI China Internet UCITS ETF
(Ticker: KWEB)



Introduction to KraneShares

About KraneShares

Krane Funds Advisors, LLC is the investment manager for KraneShares ETFs. The firm is focused on providing investors with strategies to capture China's importance as an essential element of a well-designed investment portfolio. KraneShares ETFs represent innovative, first to market strategies that have been developed based on the firm and its partners' deep knowledge of investing. These strategies allow investors to stay current on global market trends and provide meaningful diversification. Krane Funds Advisors, LLC is majority owned by China International Capital Corporation (CICC).



The KraneShares CSI China Internet UCITS ETF Lists on the London Stock Exchange

On 25 January 2019, KraneShares launched the KraneShares CSI China Internet UCITS ETF (Ticker: KWEB) on the London Stock Exchange. The fund tracks the CSI Overseas China Internet Index, the same benchmark and strategy as KraneShares' flagship \$1.5 billion¹ New York Stock Exchange-listed China internet ETF, which has over a five-year track record.



KWEB

KraneShares CSI China Internet UCITS ETF

Investment Strategy:

KWEB seeks to measure the performance of the investable universe of publicly traded China-based companies whose primary business or businesses are in the Internet and Internet-related sectors.

KWEB features:

- Access to Chinese internet companies that provide similar services as Google, Facebook, Twitter, eBay, Amazon, etc.
- Exposure to companies benefitting from increasing domestic consumption by China's growing middle class
- Exposure to Chinese internet companies listed in both the United States and Hong Kong

China Internet Sector Highlights:

- Chinese retail web sales totaled US\$1.31 trillion¹ in 2018 (compared to US\$513.6 billion² in the United States).
- China's internet population reached 829 million people, a penetration of only 59.6%³. The U.S. internet population reached 286 million people, a penetration rate of 87.0%⁴.
- Total Chinese retail sales reached US\$5.5 trillion in 2018¹.
- Online shopping accounted for 23.6% of retail purchases in China in 2018¹.

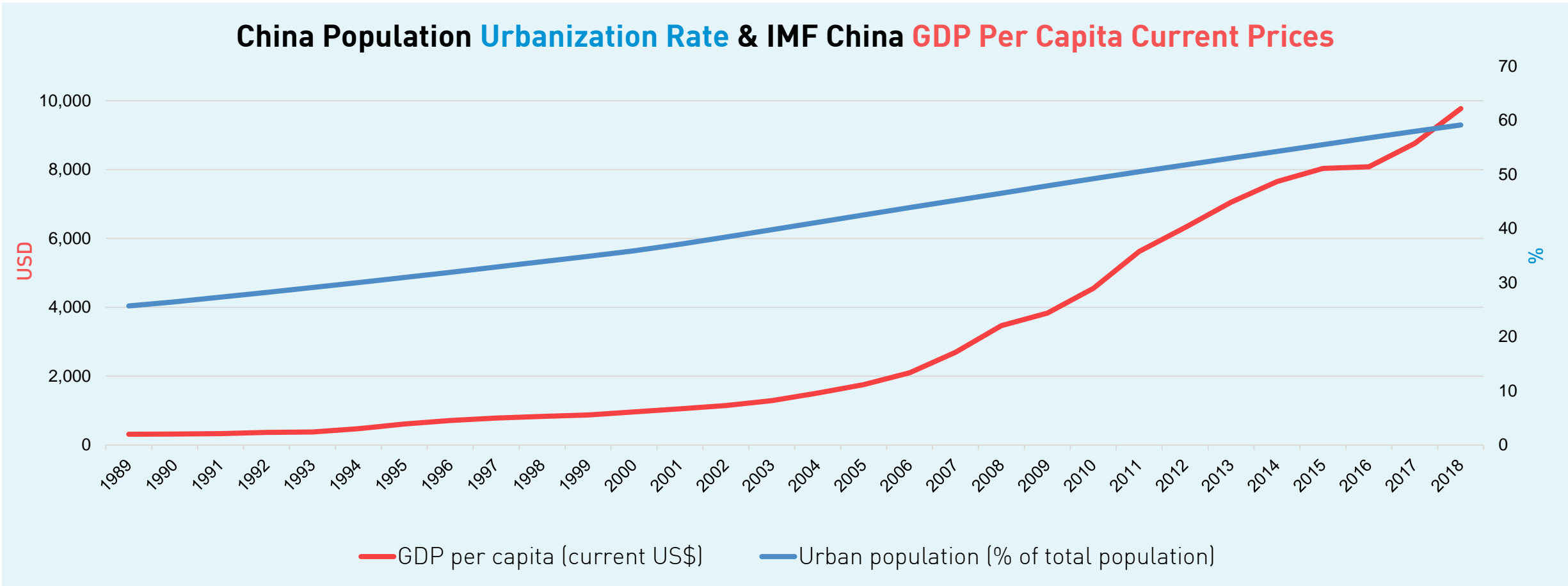
1. National Bureau of Statistics in China, "National Economic Performance Maintained within an Appropriate Range in 2018 with Main Development Goals Achieved" 21/Jan/2019. Note: Figures converted from Chinese Renminbi to USD as of 31/Dec/2018.

2. U.S. Department of Commerce, "Quarterly Retail E-commerce Sales 4th Quarter 2018" 13/Mar/2019.

3. CNNIC, The 43rd Statistical Report on the Development of China's Internet, 28/Feb/2019.

4. Data from Pew Research Center and US Census Bureau as of 12/31/2018. Retrieved 30/Sept/2019.

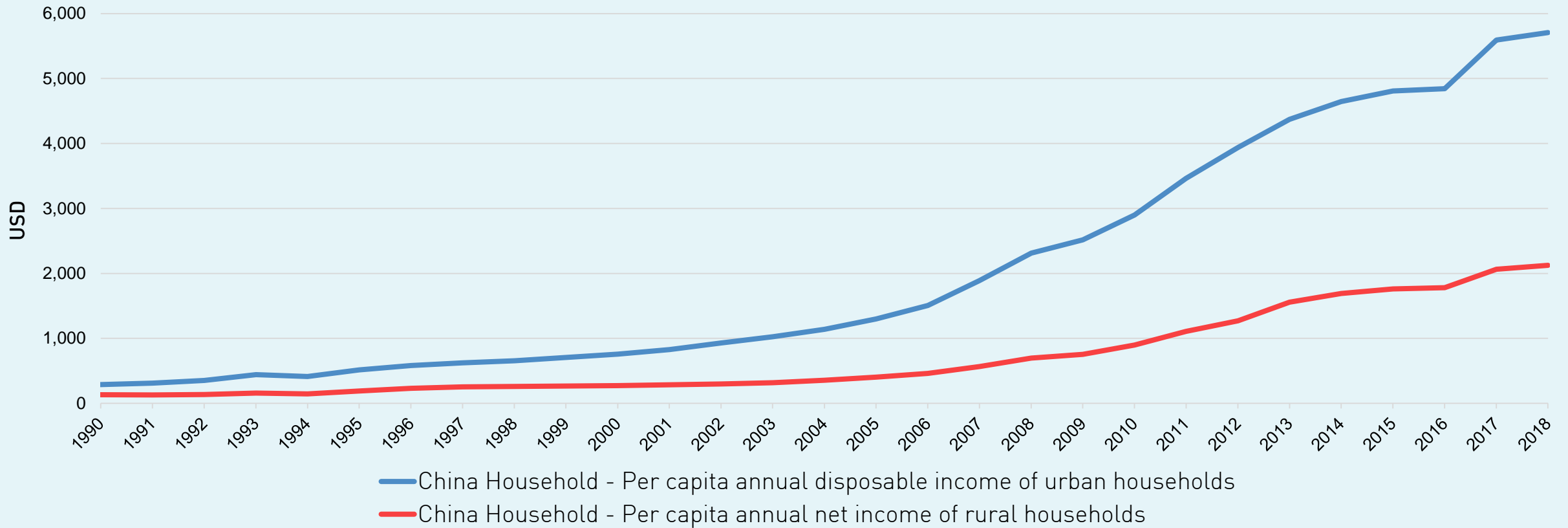
As China's population moves into cities, they gain access to better jobs and wages, which in turn has a positive impact on GDP per capita.



Data from World Bank, as of 31/Dec/2018. Retrieved on 30/Sept/2019.

China's urban population has almost three times more disposable income than their rural counterparts.

China Household Per Capita Annual Disposable Income of Urban & Rural Households



Data from Bloomberg, as of 31/Dec/2018. Retrieved on 30/Sept/2019.

The China Internet Evolution

- China's E-Commerce market size surpassed the U.S. for the first time in 2014, and China's total retail sales surpassed total retail sales of the U.S. for the first time in 2017.
- 59.6% of China's population has internet access compared to 87.0% in the U.S.
- We believe there is potential for substantial continued growth in the Chinese internet sector.

China / US Internet Statistics	China	US
Total internet population	829mm ¹	287mm ²
% of population with internet access	59.6% ¹	87.0% ²
Country's share of world internet users	22.7% ²	7.8% ²
E-Commerce market size 2018 (USD)	\$1.3T ³	\$513.6B ⁴
Total retail sales 2018	\$5.5T ³	\$5.3T ⁴
% of online retail sales 2018	23.6% ³	9.7% ⁴
2017-2018 growth online sales	23.9% ³	14.2% ⁴

1.CNNIC, The 43rd Statistical Report on the Development of China's Internet, 31/Mar/2019.

2.Data from Pew Research Center, World Bank and US Census Bureau as of 31/Dec/2018. Retrieved 30/Sept/2019.

3.National Bureau of Statistics in China, "National Economic Performance Maintained within an Appropriate Range in 2018 with Main Development Goals Achieved" 1/21/2019. Note: Figures converted from Chinese Renminbi to USD as of 12/31/2018.

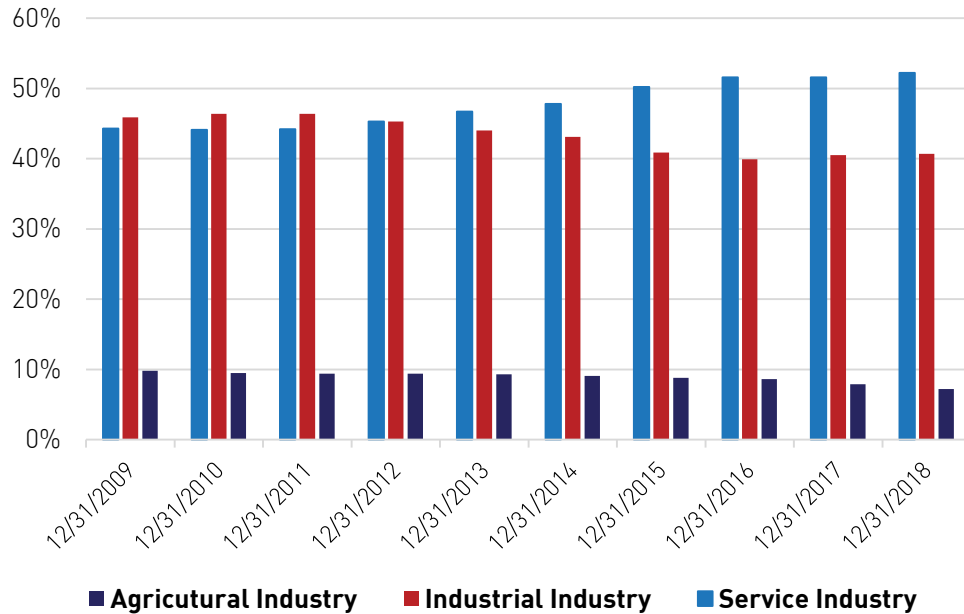
4.U.S. Department of Commerce, "Quarterly Retail E-commerce Sales 4th Quarter 2018" 13/Mar/2019.

A Tale of Two Chinas

In 2013, the services sector surpassed the industrial sector as the largest contributor to China's GDP for the first time.

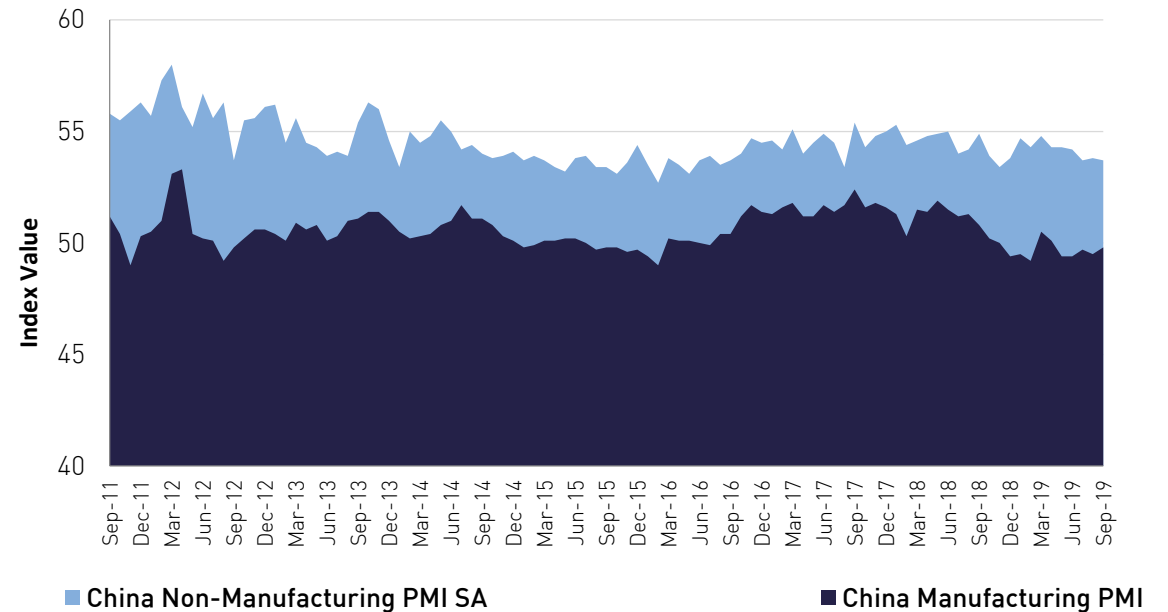
While traditional manufacturing is slowing the service sector Purchasing Managers' Index (PMI) indicates healthy growth in domestic consumption.

China GDP Breakdown
(2009 - 2018)



Data from Bloomberg as of 31/Dec/2018, retrieved 30/Sept/2019

China Manufacturing PMI vs. Non-manufacturing PMI*
(30/Sept/2011-30/Sept/2019)

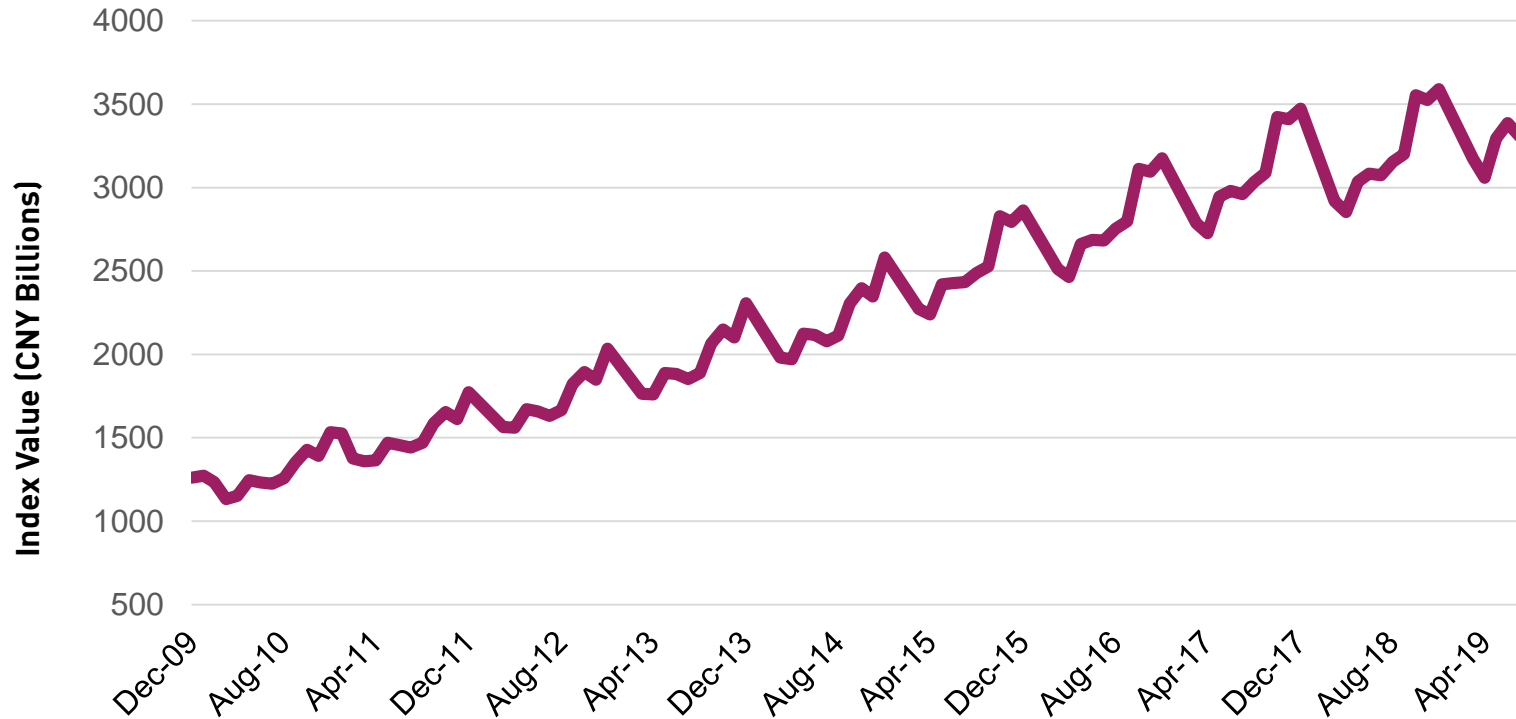


Data from Bloomberg as of 30/Sept/2019

*The Purchasing Managers' Index (PMI) is an indicator of the economic health of the manufacturing sector. The PMI is based on five major indicators: new orders, inventory levels, production, supplier deliveries and the employment environment. A PMI of more than 50 represents expansion of the manufacturing sector when compared to the previous month. A PMI reading under 50 represents a contraction, and a reading at 50 indicates no change. The Non-Manufacturing Purchasing Managers' Index (PMI) is a composite index calculated as an indicator of the overall economic condition for the non-manufacturing sector. The index is a composite based on four indicators with equal weights: Business Activity (seasonally adjusted), New Orders (seasonally adjusted), Employment (seasonally adjusted) and Supplier Deliveries.

Retail sales have expanded steadily in China.

Value of Monthly China Retail Sales Index
(31/Dec/2009 - 31/Aug/2019)



- Total Chinese retail sales reached **\$5.5 trillion** in 2018
- Chinese retail websites sold **\$1.3 trillion** worth of goods in 2018, a **23.9%** year-on-year increase.
- Online shopping accounted for **23.6%** of total retail sales in 2018.











Source: National Bureau of Statistics in China, "National Economic Performance Maintained within an Appropriate Range in 2018 with Main Development Goals Achieved" 21/Jan/2019. Note: Figures converted from Chinese Renminbi to USD as of 31/Dec/2018.

Chart data from Bloomberg as of 31/Aug/2019, retrieved 30/Sept/2019. Past performance does not guarantee future results.

China Retail Sales Index: Retail sales (also referred to as retail trade) tracks the resale of new and used goods to the general public, for personal or household consumption. This concept is based on the value of goods sold.

The 1 year and 5 year average revenue growth rates for China internet companies is higher than that of many U.S. internet companies.

Top 10 KWEB holdings vs. their U.S. equivalents as of 30/Sept/2019

Top 10 KWEB Holdings	Primary Business	KWEB Weight	China Internet Companies		Comparable U.S. Business	U.S. Internet Companies	
			1 Year Average Revenue Growth Rate	5 Year Average Revenue Growth Rate		1 Year Average Revenue Growth Rate	5 Year Average Revenue Growth Rate
TENCENT HOLDINGS LTD 	Social Media	10%	22%	38%	Facebook	29%	45%
ALIBABA GROUP HOLDING-SP ADR 	E-commerce	9%	47%	49%	Amazon	21%	26%
MEITUAN DIANPING-CLASS B 	Online Delivery	9%	76%	81%	GrubHub	42%	43%
BAIDU INC - SPON ADR 	Search	7%	13%	23%	Google	20%	20%
PINDUODUO INC-ADR 	E-commerce	6%	-	-	Groupon	-9%	-2%
JD.COM INC-ADR 	E-commerce	6%	23%	39%	Amazon	21%	26%
NETEASE INC-ADR 	Online Gaming	4%	29%	53%	Activision Blizzard	-3%	13%
TAL EDUCATION GROUP- ADR 	Online Education	4%	36%	53%	Chegg	25%	7%
TENCENT MUSIC ENTERTAINM-ADR 	Music Streaming	4%	48%	69%	Spotify	31%	33%
CTRIP.COM INTERNATIONAL-ADR 	Online Travel Services	3%	19%	42%	Booking.com	7%	14%
		Total: 64%	Total: 35%	Total: 50%		Total: 19%	Total: 22%

For the majority of the developing world, smart phones provide the first point of internet access, bypassing traditional computers.

Mobile-cellular telephone subscriptions

	2000	2018	Growth multiple
India	3,577,095	1,176,021,869	329x
Russia	3,263,200	229,431,008	70x
China	85,260,000	1,641,147,000	19x
South Africa	8,339,000	88,566,977	11x
Brazil	23,188,171	207,046,810	9x
Argentina	6,487,950	58,598,041	9x
Malaysia	5,121,748	42,413,400	8x
Poland	6,747,000	51,098,747	8x
South Korea	26,816,398	66,355,778	2x

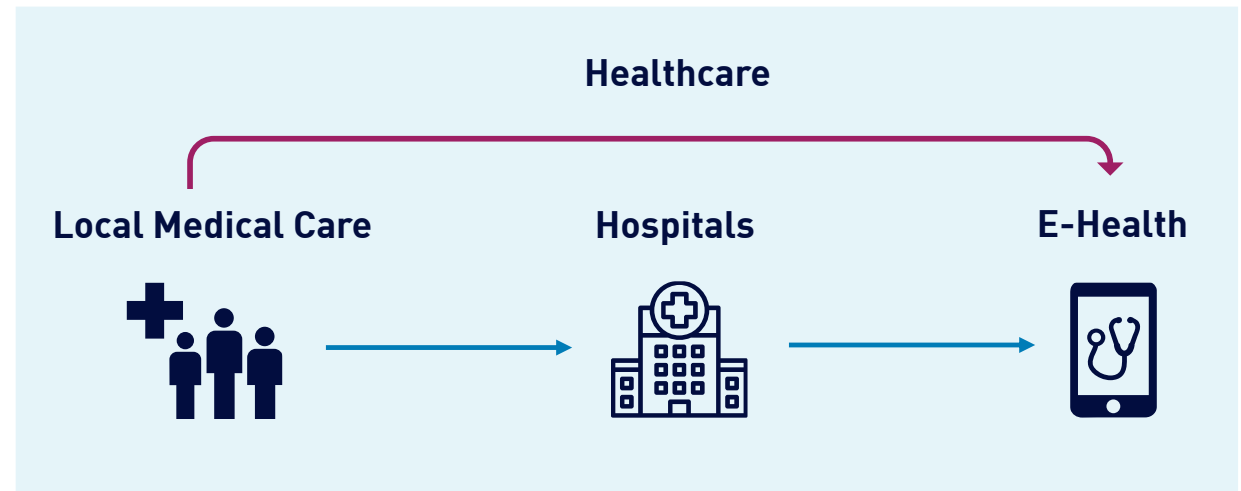
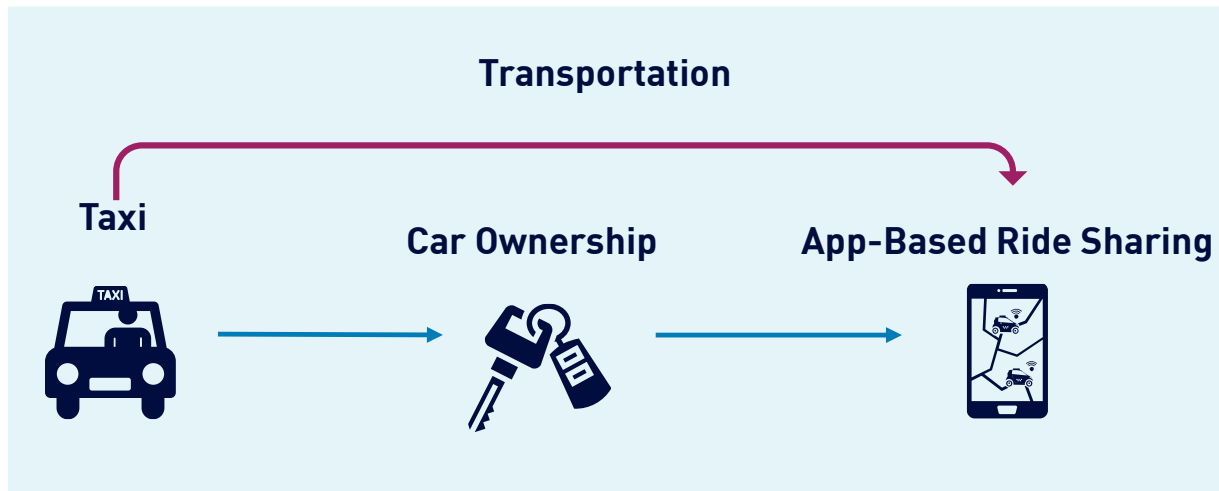
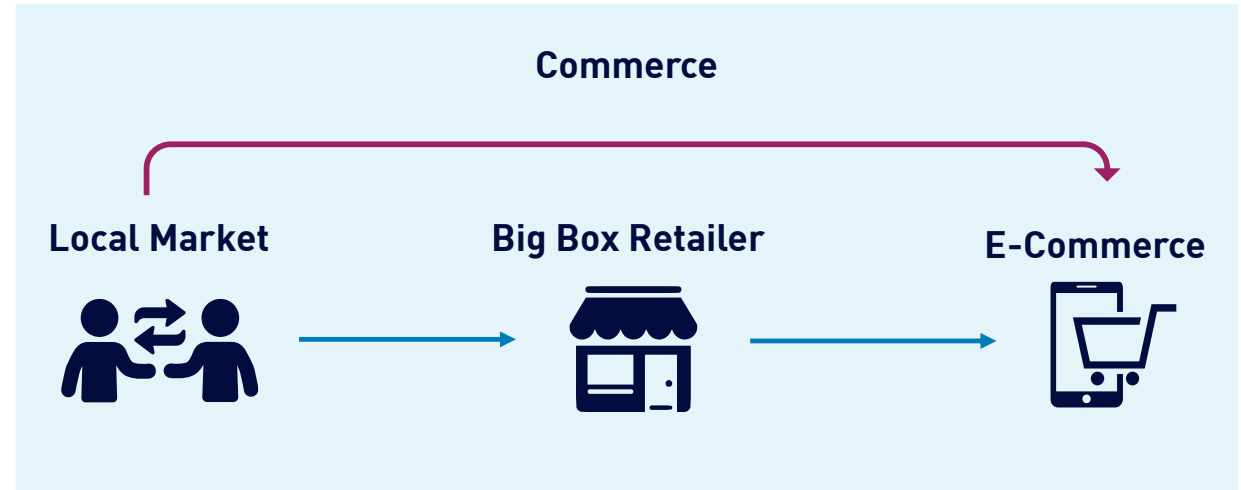
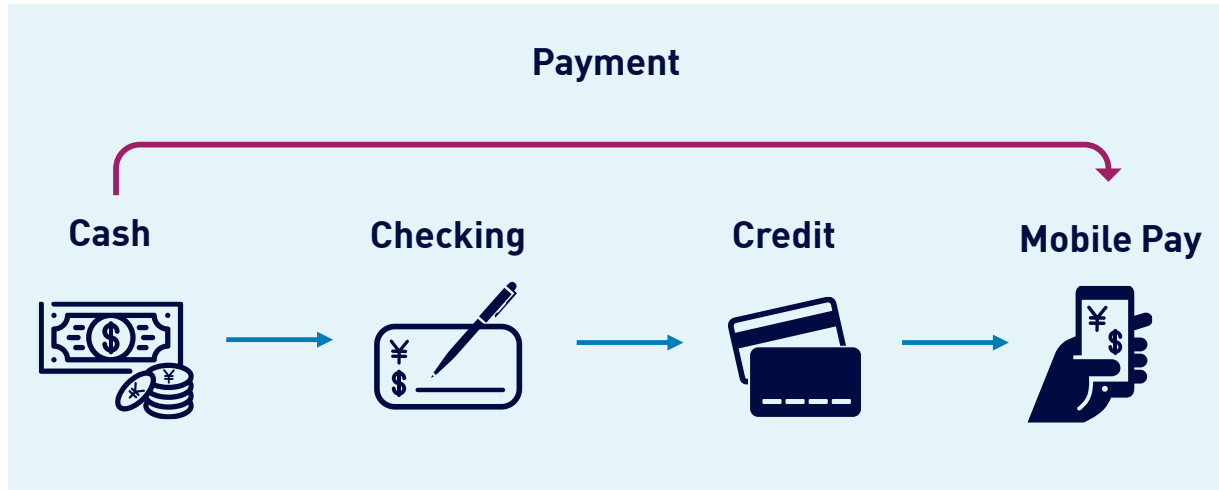
Source: International Telecommunications Union' statistics database as of 31/Dec/2018. Retrieved on 30/Sept/2019.

ITU is the United Nations specialized agency for information and communication technologies. Data includes pay-as-you-go and contract renewals

The proliferation of low cost smart phones across emerging markets, like the Mi Max 2 from Xiaomi pictured below, has meant much of the developing population is gaining access to the internet for the first time via smart phones.



China's rapid adoption of new technologies has produced a "leapfrogging" effect.



The Alibaba Ecosystem

China Domestic Marketplaces



1688.com
(B2B Ecommerce Marketplace)



Tmall.com
(B2C Online Retail Platform)



Cainiao
(E-commerce Logistics Platform)



Alimama
(Online Advertising Platform)

Global Marketplaces



AliExpress
(Global B2B Marketplace)



Taobao
(Global C2C E-commerce Website)



Ant Financial
(Mobile and Online Payments Platform)

Other Business Ventures



Alibaba Music



Alibaba Pictures



South China Morning Post



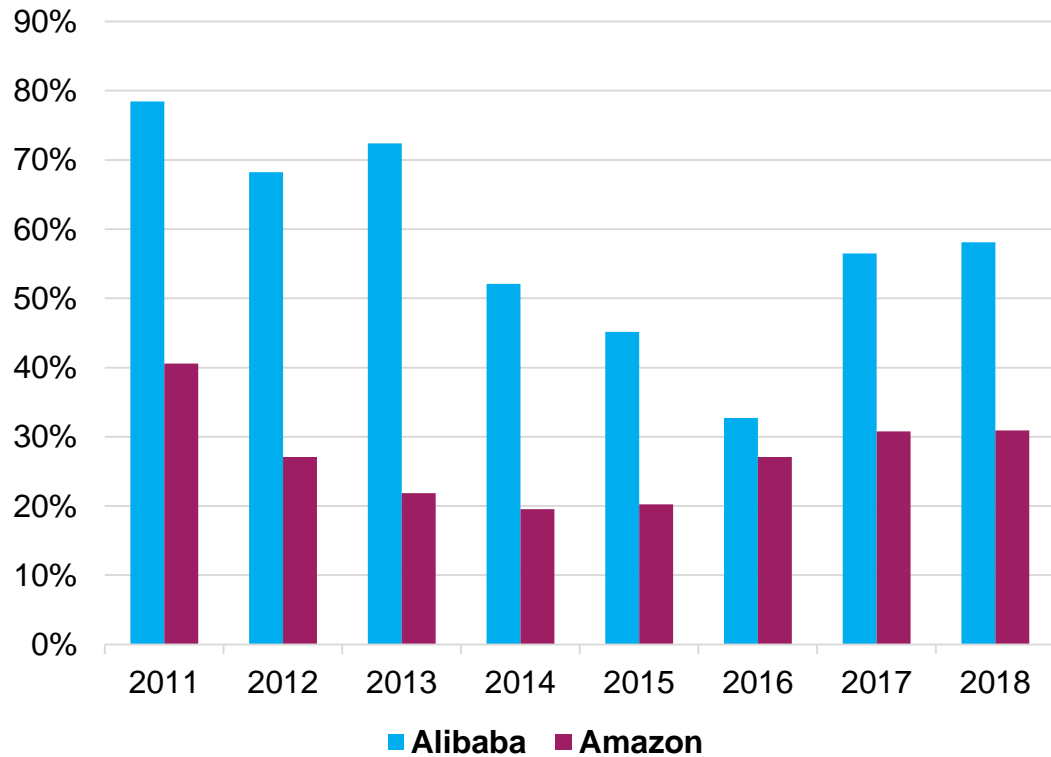
Alibaba Cloud
(Cloud Computing Services Provider to Online Businesses)



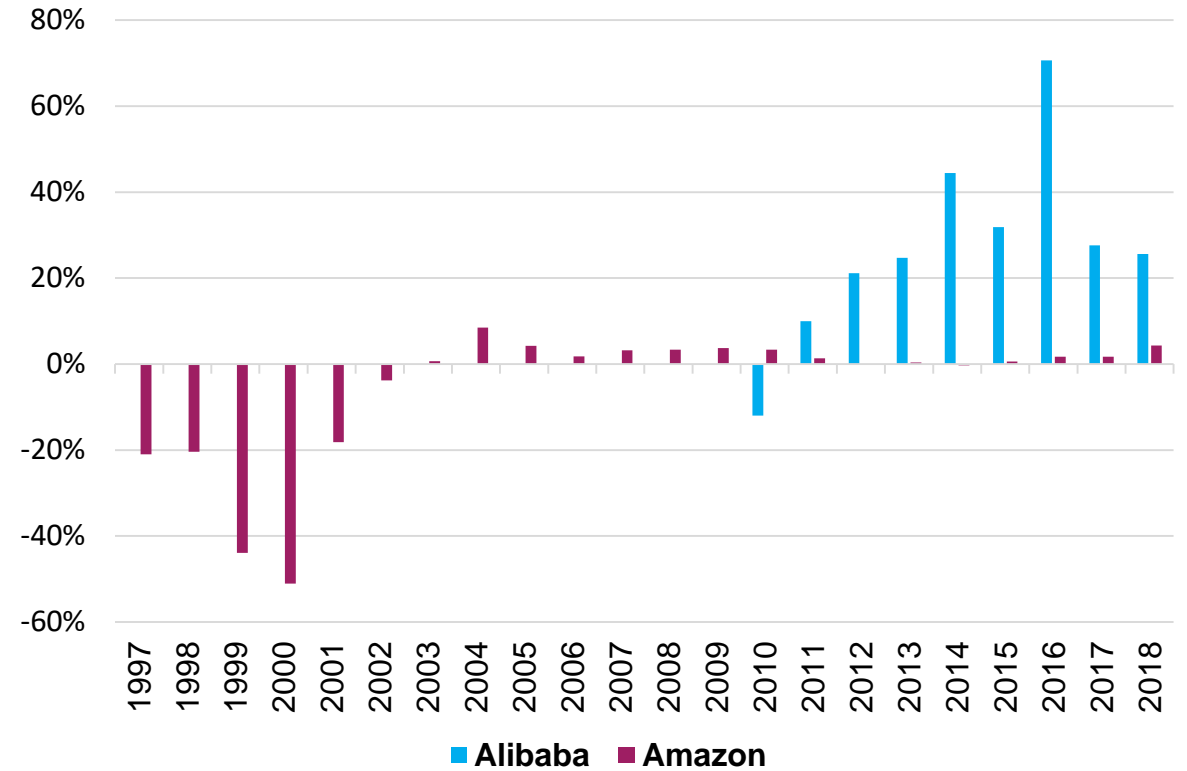
Jack Ma (Alibaba Founder)

Historically, Alibaba has consistently outperformed Amazon in terms of revenue growth and profit margins.

YoY Revenue Growth



Profit Margins

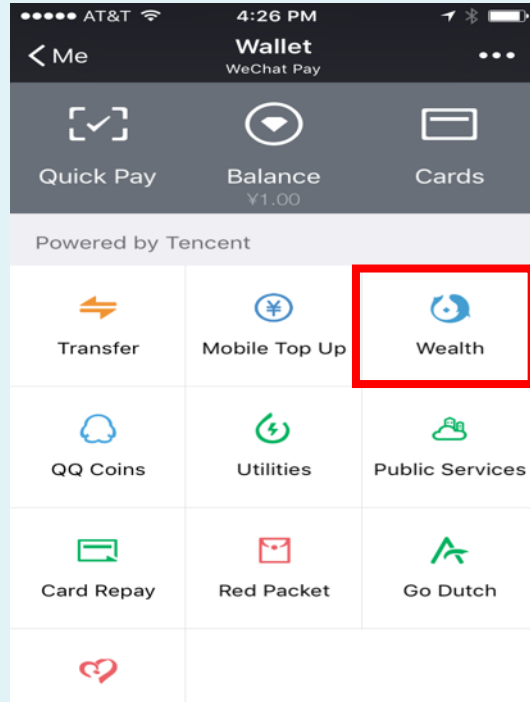


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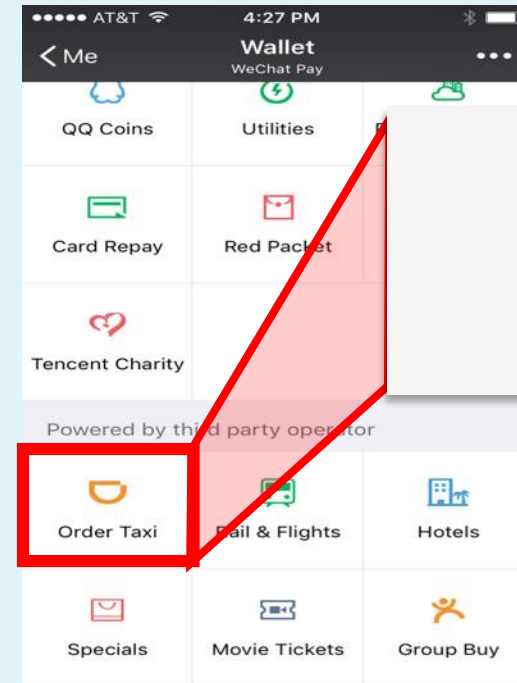
Past performance does not guarantee future results.

Apps like Tencent's WeChat integrate an ecosystem of services including messaging, social media, mobile payments, wealth management, & taxi hailing.

WeChat users can invest in mutual funds through the same app they use for social media.



In 2016, the US taxi hailing service Uber sold its Chinese business to local competitor Didi (logo below). Unlike Uber, which relies on a stand alone app, Didi integrates into the most popular Chinese social media platforms.



The proliferation of E-Commerce in China also benefits Chinese logistics and delivery companies. Over 50 billion packages were delivered in China in 2018, an increase of 26% from the previous year¹.

JD.com warehouse employees prepare same-day delivery



Unlike competitor Alibaba, JD.com owns its own logistics network and has a fleet of delivery vehicles around China



¹www.xinhua.net "China's express delivery firms see rapid growth in 2018", 13/Jan/2018. Retrieved 30/Sept/2019.

China is Rapidly Becoming A Global Internet Services Leader.

2013

Top 10 Global Internet Companies By Market Cap ¹	
Alphabet	\$374.4B
Amazon	\$182.5B
Facebook	\$138.8B
Tencent	\$118.7B
Ebay	\$71.0B
Baidu	\$62.3B
Naspers Ltd	\$43.4B
Yahoo	\$41.0B
Twitter	\$36.1B
Salesforce	\$33.3B
Total	\$1.10T

2019

Top 10 Global Internet Companies By Market Cap ²	
Amazon.com	\$858.7B
Alphabet Inc	\$845.9B
Facebook Inc	\$508.1B
Alibaba Group	\$435.4B
Tencent	\$402.3B
Paypal	\$117.9B
Netflix Inc	\$117.2B
Naspers Ltd	\$66.8B
Baidu Inc	\$35.8B
Netease Inc	\$34.1B
Total	\$3.42T

Potential Future IPOs

Top 10 Private Companies ³	
Toutiao (Bytedance)	\$75.0B
Didi Chuxing	\$56.0B
JUUL Labs	\$50.0B
WeWork	\$47.0B
Stripe	\$35.3B
Airbnb	\$35.0B
SpaceX	\$33.3B
Kuaishou	\$18.0B
Epic Games	\$15.0B
Grab	\$14.3B
Total	\$378.9B

1. Data from Bloomberg as of 31/Dec/2013. Retrieved on 30/Sept/2019.

2. Data from Bloomberg as of 30/Sept/2019. Retrieved on 30/Sept/2019.

3. Data from CB Insights as of January 2019. Retrieved on 30/Sept/2019.

KraneShares CSI China Internet UCITS ETF (LSE: KWEB)

KraneShares CSI China Internet UCITS ETF is "A sub fund of KraneShares ICAV (the "ICAV"). The ICAV is authorised as a UCITS in Ireland and regulated by the Central Bank of Ireland.

For Investors in the United Kingdom (UK). Investors should read the Key Investor Information Document and Prospectus prior to investing. The Fund seeks to track the performance of an index composed of companies from developed countries.

Investment Strategy:

KWEB (the Fund) tracks the CSI Overseas China Internet Index (the Index) and invests in China based companies whose primary business or businesses are focused on internet and internet-related technology. These companies are publicly traded on either the Hong Kong Stock Exchange, NASDAQ Stock Market, or New York Stock Exchange.

Key Fund Information

London Stock Exchange	KWEB LN
Euronext Amsterdam	KWEB NA
Management Fee	75bps
Listing Date	20/Nov/2018
Index Name	CSI Overseas China Internet Index
Index Ticker	H1137
ISIN Code	IE00BFXR7892
SEDOL	BGLRQN6
UK Reporting Fund Status	Reporting Fund
Investment Structure	UCITS
Base Currency	USD
AUM	\$23.64M

Top Ten Holdings as of 30/Sept/2019 The Fund's Holdings Are Subject to Change.	%	Ticker
TENCENT HOLDINGS LTD	9.92	700 HK
ALIBABA GROUP HOLDING-SP ADR	9.43	BABA US
MEITUAN DIANPING-CLASS B	9.26	3690 HK
BAIDU INC - SPON ADR	7.37	BIDU US
PINDUODUO INC-ADR	6.36	PDD US
JD.COM INC-ADR	6.25	JD US
NETEASE INC-ADR	4.06	NTES US
TAL EDUCATION GROUP- ADR	3.83	TAL US
TENCENT MUSIC ENTERTAINM-ADR	3.65	TME US
CTRP.COM INTERNATIONAL-ADR	3.41	CTRP US

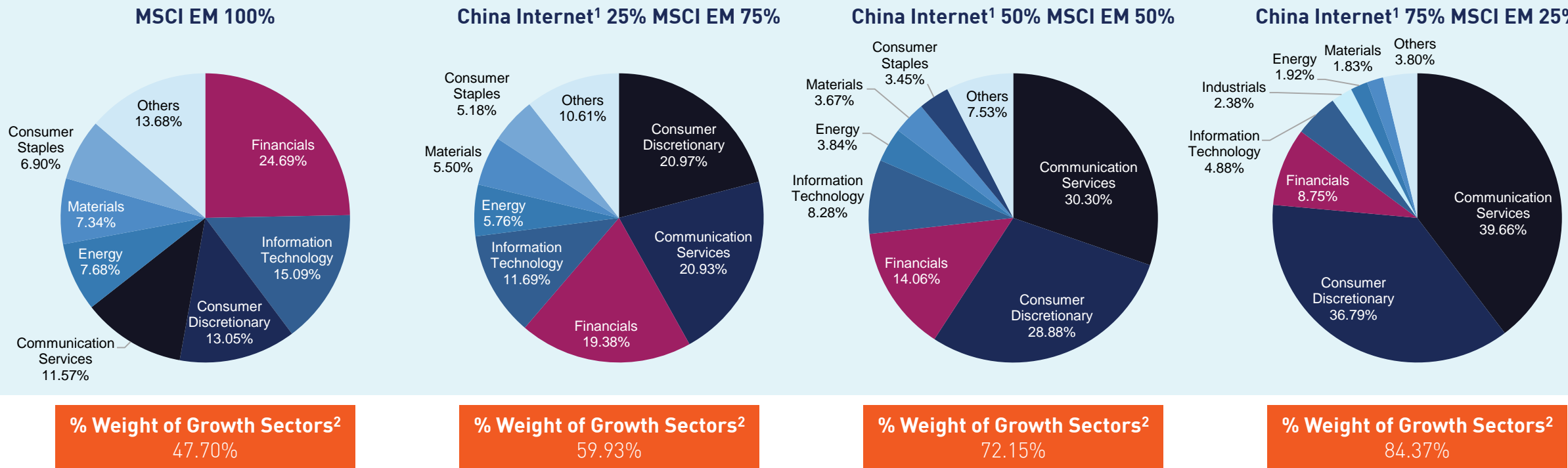
KWEB Performance History as of 30/Sept/2019

	Cumulative %			Average Annualized %		
	3 Mo	6 Mo	Since KWEB LN Inception 20/Nov/2018	1 Yr	3 Yr	5 Yr
Fund NAV	-5.89%	-12.30%	2.96%	-	-	-
Index	-5.57%	-12.02%	4.08%	-	-	-

Index returns are for illustrative purposes only and do not represent actual Fund performance. Index returns do not reflect any management fees, transaction costs or expenses. Indexes are unmanaged and one cannot invest directly in an index. Past performance does not guarantee future results.

Adding a strategic China Internet allocation to EM portfolios can increase exposure to growth sectors.

- Broad-based EM indexes often have greater weights to sectors such as financials and commodities and less exposure to growth sectors.²
- Investors may consider adding a strategic China Internet allocation to their current EM portfolio to achieve the sector exposure that matches their specific growth appetite.



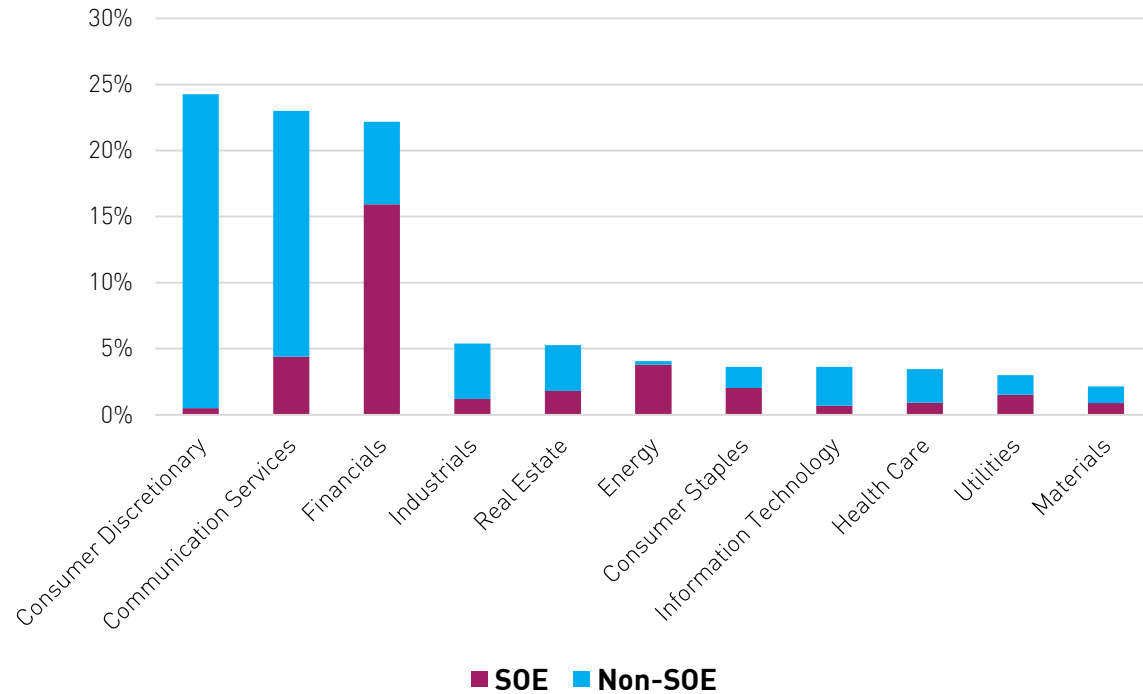
Information is hypothetical, and is provided for illustrative purposes only and not indicative of any particular investment.
 Data from Bloomberg as of 30/Sept/2019.

1. China Internet – CSI Overseas China Internet Index. See page 25 for index definitions.
 2. Growth sectors defined as the top 5 sectors by weight of the MSCI ACWI Growth Index as of 30/Sept/2019: Information Technology, Consumer Discretionary, Industrials, Health Care, and Communication Services

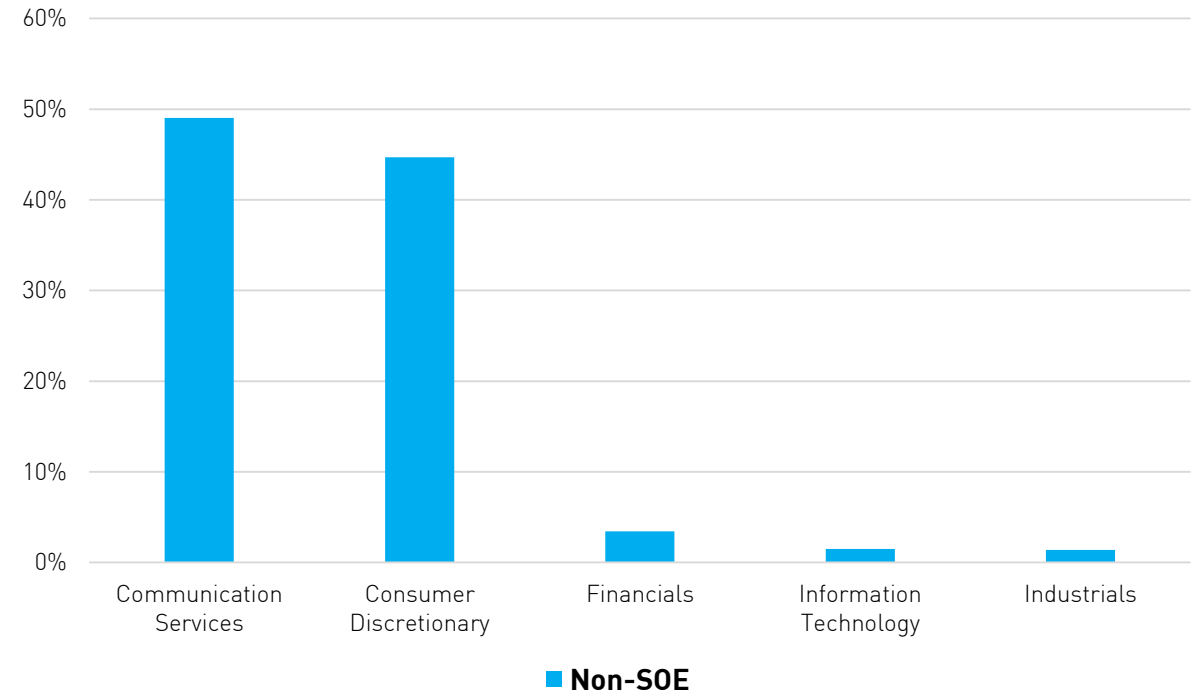
Traditional China indexes have greater exposure to State-Owned Enterprises.

- State-Owned Enterprises are defined by MSCI as companies whose largest shareholder is a government entity or whose government ownership is over 20%.¹
- The MSCI China Index has high exposure to SOEs which constitute 33.66% of the weight of the Index.¹
- Sectors such as financials and energy have the highest concentration of State-Owned Enterprises.
- The CSI Overseas China Internet Index has no exposure to SOEs.

MSCI China Index Sector Breakdown of SOEs and Non-SOEs¹



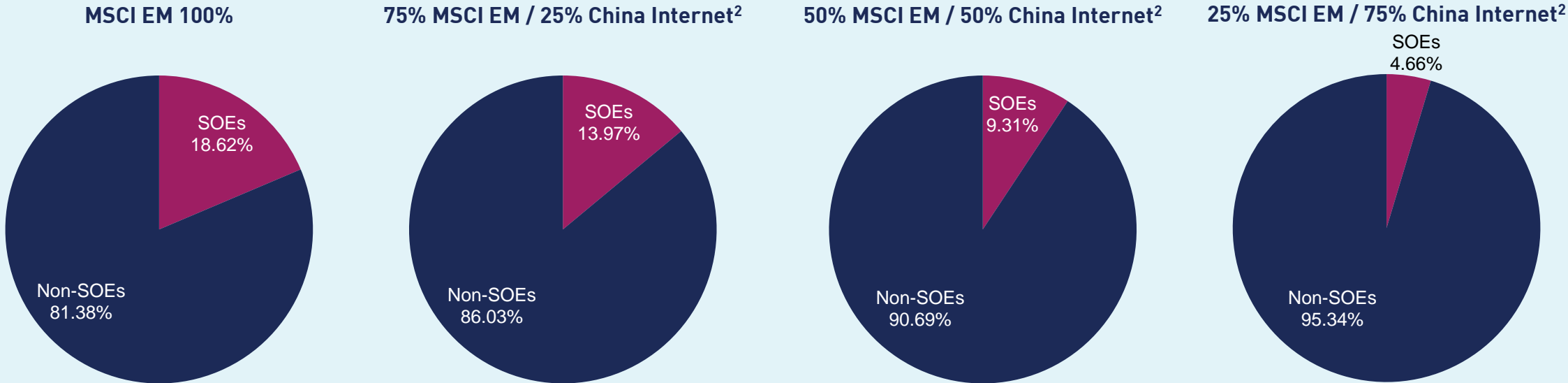
CSI Overseas China Internet Index Sector Breakdown²



1.Data from MSCI and Bloomberg as of 30/Sept/2019. See page 25 for index definitions.

2.Data from CSI as of 30/Sept/2019.

A strategic China Internet allocation can reduce exposure to State-Owned Enterprises.



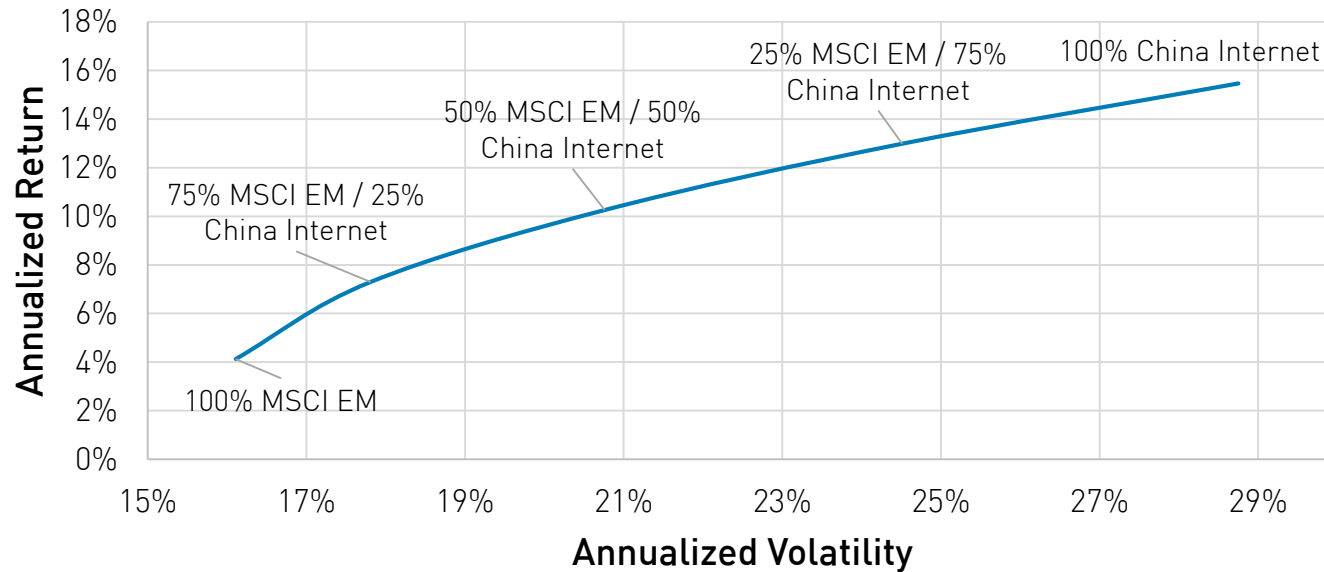
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1.Data from CSI as of 30/Sept/2019. State-Owned Enterprises as defined by MSCI are companies whose largest shareholder is a government entity or whose government ownership is over 20%. China Internet – CSI Overseas China Internet Index. See page 25 for index definitions.

Investors can adjust their strategic China Internet allocation within EM to match their specific risk-reward profile.

- China Internet is more volatile than EM broadly, but has provided superior annualized returns and improved Sharpe ratios since the inception of the CSI Overseas China Internet Index.

**Blended China Internet/ MSCI EM Index Hypothetical Portfolios
Return and Volatility 2011-2019 (Since Inception)**



Return and Volatility 2011-2019 (Since Inception)

	100% MSCI EM	75% MSCI EM / 25% China Internet	50% MSCI EM / 50% China Internet	25% MSCI EM / 75% China Internet	100% China Internet
Annualized Return	4.12%	7.30%	10.26%	12.99%	15.47%
Annualized Volatility	16.1%	17.8%	20.8%	24.5%	28.8%
Sharpe Ratio	0.22	0.37	0.46	0.50	0.52

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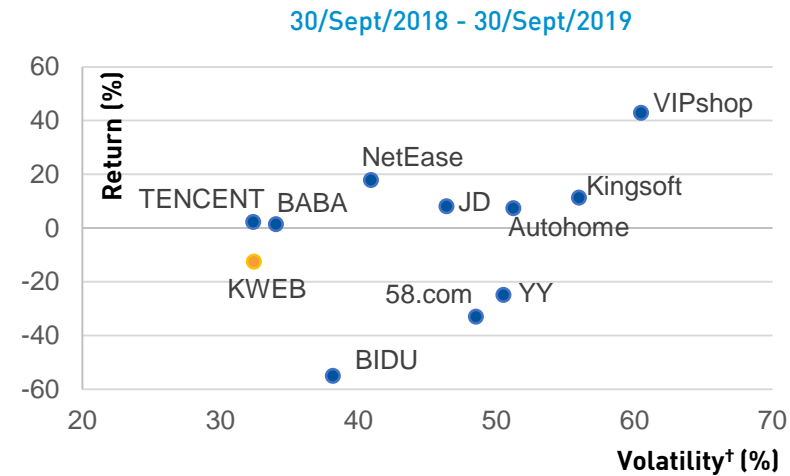
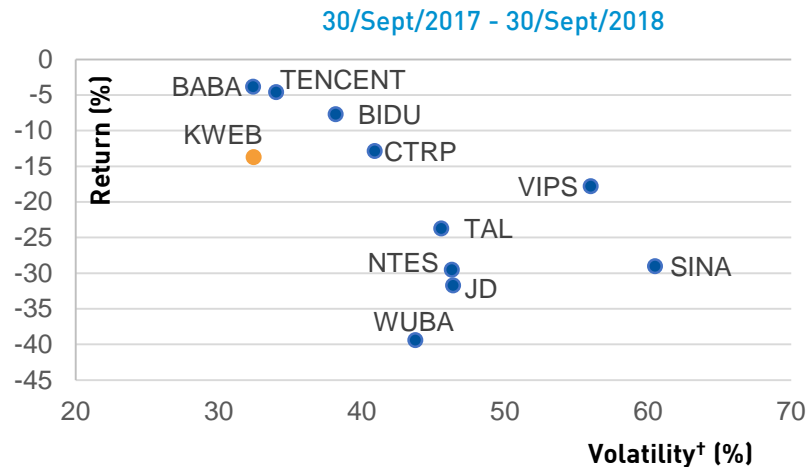
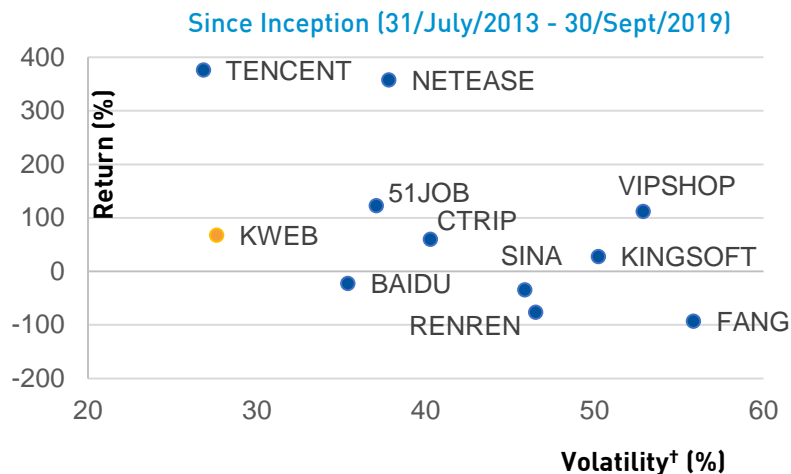
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Data from Bloomberg as of 30/Sept/2019. See page 25 for index definitions.

Sharpe Ratio - used to help investors understand the return of an investment compared to its risk. Generally, the greater the value of the Sharpe ratio, the more attractive the risk-adjusted return.

KWEB's investment strategy provides a basket approach to China Internet sector which is aimed at potentially reducing volatility compared to individually held China Internet stocks.

Historical Return / Volatility of KWEB & Its Top Holdings Since KWEB Inception (31/July/2013) & The Past 2 Years



Top Ten Holdings as of 31/July/2013	Ticker	%
BAIDU INC - SPON ADR	BIDU	10.37
TENCENT HOLDINGS LTD	700 HK	9.62
CTRIIP.COM INTERNATIONAL-ADR	CTRP	6.77
NETEASE INC-ADR	NTES	6.61
SINA CORP	SINA	4.83
VIPSHOP HOLDINGS LTD - ADR	VIPS	4.80
FANG HOLDINGS LTD - ADR	SFUN	4.28
KINGSOFT CORP LTD	3888 HK	3.97
RENREN INC-ADR	RENN	3.53
51JOB INC-ADR	JOBS	3.41

Top Ten Holdings as of 30/Sept/2017	Ticker	%
TENCENT HOLDINGS LTD	700 HK	10.77
ALIBABA GROUP HOLDING-SP ADR	BABA US	10.09
BAIDU INC - SPON ADR	BIDU US	9.34
JD.COM INC-ADR	JD US	5.87
TAL EDUCATION GROUP- ADR	TAL US	5.75
CTRIIP.COM INTERNATIONAL-ADR	CTRP US	4.95
58.COM INC-ADR	WUBA US	4.89
WEIBO CORP-SPON ADR	WB US	4.55
SINA CORP	SINA US	4.50
AUTOHOME INC-ADR	ATHM US	4.38

Top Ten Holdings as of 30/Sept/2018	Ticker	%
TENCENT HOLDINGS LTD	700 HK	10.00
ALIBABA GROUP HOLDING-SP ADR	BABA US	9.21
BAIDU INC - SPON ADR	BIDU US	9.10
NETEASE INC-ADR	NTES US	8.60
JD.COM INC-ADR	JD US	5.29
IQIYI INC-ADR	IQ US	4.73
58.COM INC-ADR	WUBA US	4.58
MOMO INC-SPON ADR	MOMO US	4.53
CTRIIP.COM INTERNATIONAL-ADR	CTRP US	4.08
SINA CORP	SINA US	3.81

Data from Bloomberg as of 30/Sept/2019.

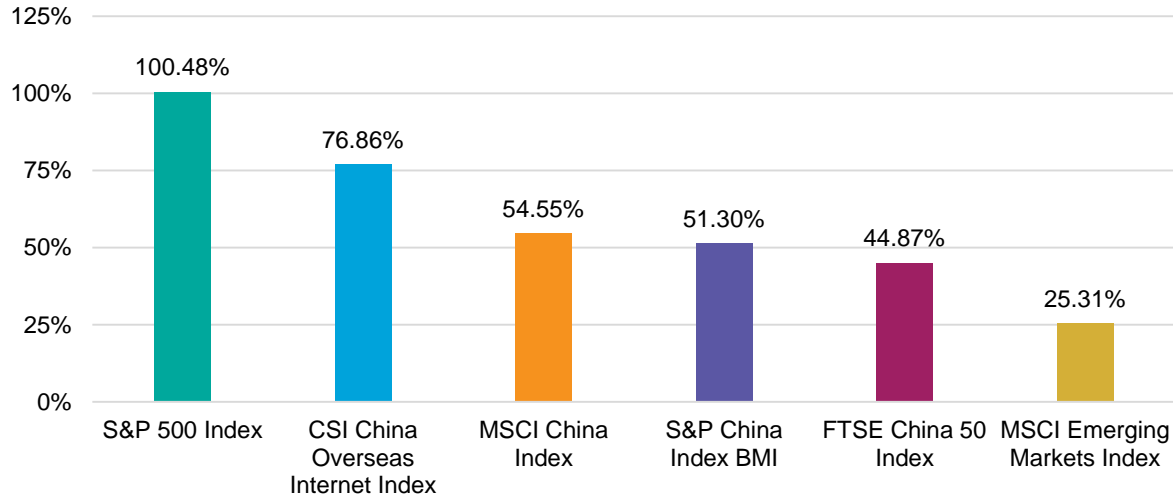
†Volatility: is the degree of variation of a trading price series over time as measured by the standard deviation of returns. Standard deviation: is a quantity calculated to indicate the extent of deviation for a group as a whole. A low standard deviation indicates that the data points tend to be close to the mean (also called the expected value) of the set, while a high standard deviation indicates that the data points are spread out over a wider range of values.

The performance data quoted represents past performance. Past performance does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when sold or redeemed, may be worth more or less than their original cost and current performance may be lower or higher than the performance quoted.

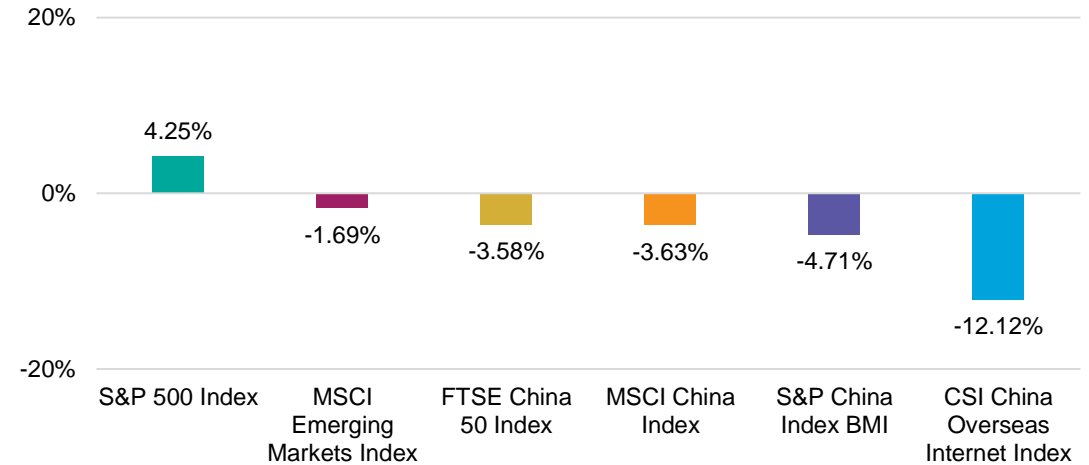
For performance data current to the most recent month end, please call +(1)855 8KRANE8 or visit our website at www.kraneshares.com/kweb/.

China Internet performance compared to the U.S., Emerging Markets, & Other China Indexes

Since KWEB Inception (31/July/2013) as of 30/Sept/2019



Past Year as of 30/Sept/2019*



Total return gross dividend tax data from Bloomberg as of 30/Sept/2019. See page 17 for standard performance.

***Cumulative return is the aggregate amount that an investment has gained or lost over time.**

The performance data quoted represents past performance. Past performance does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when sold or redeemed, may be worth more or less than their original cost and current performance may be lower or higher than the performance quoted. For performance data current to the most recent month end, please visit www.kraneshares.com

See page 25 for index definitions.

Index returns are for illustrative purposes only. Index performance returns do not reflect any management fees, transaction costs or expenses. Indexes are unmanaged and one cannot invest directly in an index.

The S&P 500 and MSCI Emerging Markets Indexes were chosen to represent the U.S. and broader emerging markets respectively because they are considered to be the industry standard bearers for representing these markets. The S&P China BMI, MSCI China and FTSE China 50 indexes were chosen because they are popular measures of the broad Chinese market and are helpful for illustrating how the Chinese technology sector performs relative to the Chinese markets as a whole.

Important Notes

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Narrowly focused investments typically exhibit higher volatility. Internet companies are subject to rapid changes in technology, worldwide competition, rapid obsolescence of products and services, loss of patent protections, evolving industry standards and frequent new product productions. Such changes may have an adverse impact on performance.

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The S&P 500 Index: is an American stock market index based on the market capitalizations of 500 large companies having common stock listed on the NYSE or NASDAQ.

The MSCI Emerging Markets Index: captures large and mid cap representation across 23 Emerging Markets (EM) countries. With 834 constituents, the index covers approximately 85% of the free float-adjusted market capitalization in each country. **FTSE China 50 Index:** is a real-time tradable index comprising 50 of the largest and most liquid Chinese stocks (H Shares, Red Chips and P Chips) listed and trading on the Stock Exchange of Hong Kong (SEHK). **MSCI China Index:** The MSCI China Index captures large and mid cap representation across China H shares, B shares, Red chips and P chips. With 157 constituents, the index covers about 84% of this China equity universe. **S&P China BMI Index:** is a comprehensive benchmark that defines and measures the investable universe of publicly traded companies domiciled in China, but are legally available to foreign investors.