

## OVERVIEW

The **Prime Unicorn Index** is a modified market cap price return index that measures the share price performance of U.S. private companies valued at \$1 billion or more. The price changes of component companies are derived from publicly available information associated with company transactions, filings, and other disclosures. The index provides empirical data to asset managers and financial advisors interested in tracking today's private capital markets. The index is designed for use in the creation of financial products and as a performance benchmark.

## RETURN AND RISK

### Prime Unicorn Index Levels



Year	Return (%)	Annualized Volatility*
2020 (YTD a/o 10/22/2020)	26.94%	1 year 13%
2019	8.27%	3 year 9%
2018	24.34%	5 year 12%
2017	10.38%	Full History 13%
2016	-0.49%	
2015	39.27%	
2014	44.01%	

\*The Inception Date of the Index is August 17, 2017. Historical returns prior to that date are backtested and therefore hypothetical in nature. Past performance is not an indicator of future outcomes.

## INDEX INFORMATION

Component Universe	US private companies valued at \$1 billion or more
Base Value	100
Base Date	April 16, 2014
Inception Date	August 17, 2017
Reconstitution Cycle	January, April, July, October
Currency	USD
Calculation Frequency	Daily values, distributed weekly
Index Calculation Agent	Solactive AG
Data File Distribution	Via FTP and email
Bloomberg Code	PUNICORN
Reuters Code	.PUNICORN

## INDEX CHARACTERISTICS

Number of Components	90
Component Weighting	Modified Market Cap
Total Market Value	\$400,760,975,737
Largest Component	\$42,161,523,458
Smallest Component	\$1,001,194,063
Average Component	\$4,452,899,730
Median Component	\$2,106,145,343
Top 10 Components Valuation (as a % of Total Combined Valuation)	50%

## TOP 10 COMPONENTS (RANKED BY VALUATION)

Company	Sector	Valuation*	Weight (%)*
Space Exploration Technologies Corp	Industrial / Energy	\$42,161,523,458	10.00%
JUUL Labs, Inc.	Consumer Products / Services	\$40,415,202,181	9.00%
AirBnb, Inc.	Consumer Products / Services, Software	\$29,252,091,441	8.00%
Unity Software, Inc. (NYSE: U)	Software	\$23,276,351,862	7.00%
Maplebear Inc.	Consumer Products / Services	\$15,660,001,200	5.00%
DoorDash, Inc	Consumer Products / Services	\$15,312,857,954	6.00%
UiPath, Inc.	Software	\$9,862,920,325	2.31%
Tanium Inc.	Software	\$9,621,607,944	2.25%
Ripple Labs, Inc.	Financial Services	\$8,133,517,337	1.91%
Coinbase Global, Inc.	Financial Services	\$7,238,385,243	1.70%

\*As of October 22, 2020

## INDEX METHODOLOGY

The rules for component eligibility, index composition, calculation, and maintenance are based on the Prime Unicorn Index Methodology. The index universe includes all US private companies with market valuations that are equal to or greater than \$1 billion. Component eligibility and price inputs are derived from publicly available information, such as federal filings (e.g., Form D), state filings (e.g., amendments to Certificates of Incorporation, Limited Offering Exemption Notices, Employee Plan Exemption Notices) and company disclosures (e.g., press releases, other public statements). The index calculation model is based on actual or derived prices of preferred stock and common stock, which are validated by the index operations team. Corporate actions, such as bankruptcies, stock splits, reorganizations, mergers and acquisitions, and spinoffs are monitored on a daily basis. Index values are calculated for each day, but distributed on a weekly basis each Thursday. The index is reviewed and reconstituted on a quarterly basis on the third Wednesday of each January, April, July and October. For more detailed methodology information, please see the Prime Unicorn Index Methodology Guide.

The Prime Unicorn Index was designed and developed by Lagniappe Labs and Level ETF Ventures' Prime Indexes group. The Prime Unicorn Index Committee provides oversight of index calculation and maintenance, as well as ongoing evaluation of the index methodology and related rules.

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