



FIRST GENDER EQUALITY ETF IN CANADA LAUNCHED ON EQUILEAP INDEX

US and Canadian companies selected
according to ground-breaking research

Evolve Funds lists HERS on TSX, in Toronto

London & Amsterdam, 20th September 2017 / Equileap is delighted to announce the launch of the first ETF based on one of its gender equality indices. The Evolve North American Gender Diversity Index ETF (HERS,) was listed today on the Toronto Stock Exchange, using as an underlying the Equileap North American Gender Equality Index (Bloomberg ticker: EQUALNA.)

The Equileap North American Gender Equality Index (the Index) is part of a Family of Indices calculated by the index provider Solactive to track companies leading the field in terms of gender equality – including Global, US only and European indices. [For more information, see the Equileap Report on the Index.](#)

The Evolve North American Gender Diversity Index ETF has a double social impact. It highlights companies doing better on gender equality in the workforce, encouraging others to follow them, and **the Equileap Foundation benefits from any net profits Equileap makes from licensing the Index.** The Foundation makes grants and loans to support projects in developing economies that tackle the root causes of inequality, and help women and girls obtain financial independence and equal treatment.

Diana van Maasdijk, CEO Equileap, explained: “We have seen rising interest from investors, male and female, for thoroughly researched gender-lens financial products over the past couple of years. To answer this need, our team of Researchers has done a tremendous job assessing and ranking over 3,000 companies on gender equality, using a one-of-a-kind scorecard that looks at 35 points. We believe this ETF is the first in a series of financial products, as investors are becoming increasingly interested in gender equality.”

Raj Lala, CEO Evolve Funds, commented: “Many large companies are making gender diversity a priority for their businesses as substantial evidence suggests that greater gender diversity results in better corporate performance – simply put the investment thesis is strong. Gender Diversity is becoming a prominent topic with Canadians – and this ETF provides an opportunity to support it through investment.”

Equileap, an organisation set up to accelerate progress towards gender equality at work, investigated manually 3,048 publicly-listed companies in 23 countries across all sectors, with a market capitalisation of more than USD 2 billion. It ranked them on gender balance and equality based on multiple criteria covering leadership, career development, work-life balance, equal pay, family leave, as well as health & safety.

A tool-kit has been created, based on this unique Research, which is composed of:

- **A Global Report and Ranking**, presenting the Top 200 Companies, key findings on gender equality, insights per country and sector;
[Download the Full Global Report and Ranking](#)
- **Company Reports**, custom-made documents with detailed information and aggregated figures on individual companies;
[Order a Company Report](#)
- **A Family of Indices**, composed of the best performers globally, in North America, in the US and in Europe.

The starting universe is made of all publicly available companies domiciled and listed in Canada or in the United States (primary listing.) To be included in the Index, components need to pass:

1. **Standard liquidity criteria** -- over USD 2 billion of market capitalization and over USD 5 million of average daily value traded;
2. **An ESG screening defined** by Equileap -- exclusion of companies which derive the majority of their revenues from the Weapons, Gambling, or Tobacco Industry and exclusion of companies on the Norwegian Ethics Council List;
3. **An in-depth gender screening** by Equileap -- companies are ranked on 35 points according to criteria grouped in four categories:
 - A. Gender balance in leadership & workforce
 - B. Equal compensation & work life balance
 - C. Policies promoting gender equality
 - D. Commitment to transparency and accountability

For more information, please visit the [Equileap Invest webpage](#).

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NOTE TO EDITORS

About Equileap

Equileap is an organisation aiming to accelerate progress towards gender equality in the workplace, using the power of investments, grants and knowledge. Headquartered in Amsterdam and London, the Organisation is led by Diana van Maasdijk, Co-Founder & Executive Director and Jo Andrews, Co-Founder & Director of Social Impact.

For more information, please visit www.equileap.org.

About Evolve

Evolve Funds provides Canadian investors with innovative investment solutions and access to some of the world's largest investment managers. Established by a team of industry veterans, we create investment products that make a difference.

For more information, please visit www.evolvefunds.com.

About Solactive

Solactive AG is an innovative index provider that focuses on the development, calculation and distribution of tailor-made indices over all asset classes. As of March 2017, Solactive AG served approximately 350 clients in Europe, America and Asia, with approximately USD \$100 billion invested in products linked to indices calculated by the Company globally, primarily via 250 exchange traded funds from a number of well-known providers. Solactive AG was established in 2007 and is headquartered in Frankfurt.

For more information, please visit www.solactive.com.

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