

## Press Release

### Roundhill and Solactive Capture Social Media Sentiment with MEME ETF

8 December 2021

**FRANKFURT AM MAIN – The use of social media is ever-increasing with over 4.5 billion people actively using social media in 2021<sup>1</sup>. In fact, social media has become the most popular way investors research investment ideas according to the CNBC/Momentive Invest in You Survey<sup>2</sup>, with over a third of new investors beginning to integrate it as part of their investment decision process in 2020 or later. Roundhill Investments, a pioneer and innovator in the ETF space, now releases the Roundhill MEME ETF (ticker: MEME), a social media-based strategy tapping into this momentum.**

The [Solactive Roundhill Meme Stock Index](#) serves as the underlying of the [Roundhill MEME ETF](#). This index is composed of the top 25 U.S. listed securities ranked by Meme Stock Score and levels of short interest as a percentage of float. Meme Stock Score is measured based on recent discussion activity on the WallStreetBets Reddit forum, as provided by **Quiver Quantitative**. All constituents must fulfill a minimum free-float market capitalization of USD 1 billion to be eligible for inclusion. The index is equally weighted and rebalanced twice per month.

**The Roundhill MEME ETF starts trading on New York Stock Exchange on December 8<sup>th</sup>, 2021.**

For more information please visit: <http://www.solactive.com>

Note to editors

#### About Solactive

Solactive is a leading provider of indexing, benchmarking, and calculation solutions for the global investment and trading community. Headquartered in Frankfurt, and with offices in Hong Kong, Toronto, Berlin, and Dresden, we innovate and disrupt the status quo as the partner of choice for our clients.

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<sup>1</sup> <https://datareportal.com/social-media-users>

<sup>2</sup> <https://www.cnbc.com/2021/08/26/social-media-top-pick-of-young-investors-for-ideas-cnbc-survey-finds.html>

**Solactive Americas Inc.**  
2 Bloor Street East  
Suite 3502  
ON M4W 1A8 Toronto  
Canada

**Steffen Scheuble**  
CEO  
+49 (69) 719 160-20  
[steffen.scheuble@solactive.com](mailto:steffen.scheuble@solactive.com)

**Lindsay Wang**  
Director, Americas Sales  
+1 (647) 608-8446  
[lindsay.wang@solactive.com](mailto:lindsay.wang@solactive.com)

**Maria Seifert**  
PR & Communications  
+49 (69) 719 160-311  
[maria.seifert@solactive.com](mailto:maria.seifert@solactive.com)

The unique blend of our 250 staff's expertise in data, data science, financial markets, and technology enables our clients' continued success through the delivery of a superior experience, unique customization capabilities, and the best value for money available in the industry. With more than 18,000 indices calculated daily, we offer a full suite of solutions, including market-leading ESG and thematic indices.

As at April 2020, Solactive served approximately 450 clients across the world, with approximately US\$200 billion invested in products linked to our indices. Solactive is registered with ESMA as a benchmark administrator and is supervised by the BaFin.

## Disclaimer

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Solactive AG, Platz der Einheit 1, 60327 Frankfurt am Main, Germany. Registered Office: Frankfurt am Main, Registration Court: Amtsgericht Frankfurt am Main, HRB: 79986, USt-IdNr.: DE 255 598 976. Management Board: Steffen Scheuble, Christian Vollmuth, Alexander Steiner, and Timo Pfeiffer, Head of Supervisory Board: Dr Felix Mühlhäuser.

**Solactive Americas Inc.**  
2 Bloor Street East  
Suite 3502  
ON M4W 1A8 Toronto  
Canada

**Steffen Scheuble**  
**CEO**  
+49 (69) 719 160-20  
[steffen.scheuble@solactive.com](mailto:steffen.scheuble@solactive.com)

**Lindsay Wang**  
**Director, Americas Sales**  
+1 (647) 608-8446  
[lindsay.wang@solactive.com](mailto:lindsay.wang@solactive.com)

**Maria Seifert**  
**PR & Communications**  
+49 (69) 719 160-311  
[maria.seifert@solactive.com](mailto:maria.seifert@solactive.com)