

Press Release

Direxion Launches Two ETFs Tracking the Solactive US AI & Big Data Index

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FRANKFURT AM MAIN – The artificial intelligence market is poised for continued growth, with the global AI market projected to reach US\$106.50 billion in 2024 and increase to US\$237.10 billion by 2030. The United States is expected to represent the largest market size at US\$106.50 billion in 2024.¹ Amid this booming AI landscape Solactive and Direxion have partnered to launch two new ETFs. The Direxion Daily AI and Big Data Bull 2X Shares (AIBU) and Direxion Daily AI and Big Data Bear 2X Shares (AIBD) will follow the performance of the Solactive US AI & Big Data Index. The index is designed to provide targeted exposure to companies at the forefront of driving innovation within the artificial intelligence and big data industries.

The **Solactive US AI & Big Data Index** tracks the performance of 30 US-listed companies with significant business operations in AI applications and big data technologies. By leveraging Solactive's proprietary natural language processing system ARTIS® to screen public information such as company reports and financial news, key companies are identified according to their exposure to AI applications, big data analytics, natural language processing as well as AI-driven services.

The ETFs listed on 15 May on the NYSE Stock Exchange with the ticker symbols "AIBU and AIBD".

Timo Pfeiffer, Chief Markets Officer at Solactive, commented: *"This partnership with Direxion offers investors a unique opportunity to tap into the transformative power of AI and big data. With the Solactive US AI & Big Data Index at its core, investors can access the most innovative companies shaping the future of technology."*

"AIBU and AIBD seek to capitalize on the relationship between AI and big data. We're launching these ETFs at a pivotal time, as AI and its capabilities are now well established, but innovation is ongoing. Multiples for these companies are high, and sustaining valuations will be key" said Direxion Managing Director and Head of Sales and Alternatives, Edward Egilinsky. "These ETFs offer traders a unique chance to express short-term convictions in the AI-big data sector."

¹ [Artificial Intelligence, United States - Statista](#)

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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, Dresden, and Amsterdam, we innovate and disrupt the status quo as the partner of choice for our clients.

The unique blend of our 300 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 26,000 indices calculated daily, we offer a full suite of solutions, including market-leading ESG and thematic indices.

As at January 2024, Solactive served approximately 500 clients across the world, with approximately US\$300 billion invested in products linked to our indices. Solactive is registered with ESMA as a benchmark administrator and is supervised by the BaFin.

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