

FTSE Russell confirms launch of new index showcasing Italian brands

- New FTSE Italia Brands Index due to go live on 18 December 2017
- Index comprises initial 22 constituents* of Italian Listed Brands
- Italian Listed Brands was established by Borsa Italiana to promote the best Italian brands by creativity, excellence, intuition and innovation.

FTSE Russell has confirmed that it will expand its FTSE Italia Index Series with the launch of a new FTSE Italia Brands Index. The new index will comprise the initial 22 constituents* in the FTSE Italia All-Share® Index that are included in the Italian Listed Brands, as defined by Borsa Italiana in October this year. The new index is due to go live on Monday 18 December 2017.

The weights of the constituents in the FTSE Italia Brands Index will be capped to address UCITS concentration requirements. The index will be reviewed on a quarterly basis in line with the rules of the FTSE Italia Index Series.

The Italian Listed Brands was established by Borsa Italiana in October 2017 with the aim of promoting the best Italian brands by creativity, excellence, intuition and innovation. The list of companies included in the showcase was defined by Borsa Italiana with the support of a panel of domestic and international industry experts and financial analysts. In addition to the classic traditional metrics, the main intangible assets of these companies were taken into consideration, such as the brand perception among their customers and the distinctive positioning within their competitive arena

<http://www.borsaitaliana.it/azioni/listedbrands/homepage/homepage.en.htm>

Mark Makepeace, CEO FTSE Russell, said:

“The launch of the FTSE Italia Brands Index represents a further expansion of the services and data solutions for customers interested in the Italian equity market. The new index will highlight the distinctive brand characteristics of Italian listed companies active in consumer goods and services offering a new benchmark for both active and passive investors”.

Raffaele Jerusalmi, CEO of Borsa Italiana commented:

“Borsa Italiana continues to help promote the best of Italian creativity and world class brands listed on our markets. Our recently launched Italian Listed Brands initiative is a key demonstration of this and we are delighted that FTSE Russell has now created the FTSE Italia Brands Index, which will help institutional and retail investors track the performance of these flagship companies”.

Established in 2009, the FTSE Italia Index Series is a leading benchmark series that is widely recognised and used in Italian financial markets. The series includes flagship indexes such as FTSE MIB, FTSE Italia All-Share and FTSE PIR Indexes, which have become the basis of 20 ETFs (with an AUM of €2.8 billion**) and over 1,500 securitised derivatives***.



Press Release



FTSE
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* The current constituents of the FTSE Italia Brands Index are Autogrill, Brembo, Brunello Cucinelli, Campari, Damiani, De'Longhi, Ferrari NV, Fiat Chrysler Automobiles NV, Fila, Geox, Luxottica Group, Moncler, OVS, Piaggio & C., Pininfarina, Piquadro, Pirelli & C., Safilo Group, Salvatore Ferragamo, Technogym, Tod's, Yoox Net-A-Porter Group

** Morningstar, Nov 2017

*** Borsa Italiana

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For further information:

Global Media

Lucie Holloway Federica Marotti / Oriana Pagano	+44 (0)20 7797 1222 newsroom@lseg.com
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Regional Contacts

Hong Kong: Fennie Wong Sydney: Laura McCrackle	+852 2164 3267 +61 2 8823 3526
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Notes to editors:

About FTSE Russell:

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