

# INDXX THEMATIC INDUSTRY CLASSIFICATION SYSTEM

Indxx's 15 years of expertise in indexing has led to the development of ITICS, a precise and granular classification system of the global equity universe based on operating segments and revenue streams. This proprietary state-of-the-art system can serve as a powerful tool for classifying companies, conducting industry analysis, and making data-driven investment decisions.



## The ITICS Edge



### Comprehensive and Industry-Aligned

Categories and sub-categories within ITICS have been identified by analyzing macroeconomic trends, industry-specific developments, and revenue streams.



### In-Depth Due Diligence

ITICS uses a robust methodology to classify global companies accurately, based on financial reports, press releases, analyst reports, and institutional knowledge.



### Dynamic Framework

ITICS taxonomy is reviewed annually to identify new categories and sub-categories as per industry developments.



### Robust Data Validation

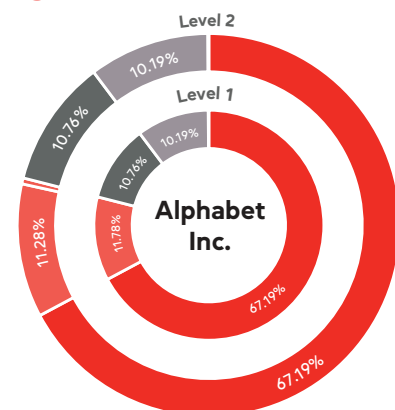
A dedicated team of experts employs a 6-eye review to achieve the highest level of precision in ITICS's thematic research.



### Extensive Data Coverage

ITICS has over 7 years of history from 2017 for back-testing your strategies.

## Alphabet Inc. Through the ITICS lens



#### Level 1\*

Media Broadcasting and Advertisement	67.19%
Diverse/Multiple Business	11.78%
IT Services	10.76%
Software	10.19%
Others	0.08%

#### Level 2\*

Digital Ad Space	67.19%
Consumer Diversified Business	11.28%
Consumer and Industrial Diversified Business	0.50%
Cloud Service	10.76%
Ad Management Tools	10.19%
Internal Treasury	0.08%

Data as of December 31, 2023.

\*Level 1 represents broad thematic categories.

Level 2 represents more specific sub-categories within those thematic categories.

## ITICS Example Use Cases

Idea  
Generation &  
Development

Sector/  
Theme  
Rotation

Portfolio  
Attribution

Stat Arb &  
Correlation  
Trading

Legal &  
Regulatory  
Compliance