



## **LGBTQ Index Now Tradable**

Stockholm (HedgeNordic) - Direct indexing firm C8 Technologies has partnered with LGBTQ Loyalty to make the LGBTQ100 ESG Index tradeable for investors around the world. The direct indexing solutions provided by C8 Technologies enable asset managers to track the performance of an index by trading the underlying equities in the index with their own brokers.

“We are delighted the groundbreaking LGBTQ100 ESG Index will be joining the C8 platform as the first of several diversity and equality-driven indices from LGBTQ Loyalty,” says Mattias Eriksson, the CEO of C8. As Eriksson explains, “the C8 platform enables an asset owner or manager to easily trade the underlying assets of an index and, by so doing, keep full control of their capital. The platform also gives full transparency of investments, which aligns well with ESG values.” He goes on to say that “with its socially responsible aims, the LGBTQ100 ESG Index is an ideal host for our platform and we are very excited about this collaboration.”

The LGBTQ100 ESG Index tracks the performance of the top 100 LGBTQ equality-driven U.S. companies from a universe of 500 publicly traded large-cap companies. The index reflects unique insights and viewpoints from the LGBT community, garnered from in-depth Harris Poll surveys. LGBTQ Loyalty is a financial methodology and data company that quantifies corporate equality

alignment with the LGBTQ community and minority interest groups.

“We are now in a position to provide supporters of LGBTQ inclusion and equality with the power to influence the allocation of capital,” Larry Roan, Director of LGBTQ Loyalty, comments on the collaboration between C8 Technologies and LGBTQ Loyalty. According to Roan, the LGBTQ100 ESG Index has outperformed the S&P 500 Index by over three percent since being listed on the New York Stock Exchange in October of 2019. “When back-tested over the last five years, the Index beats the S&P by 35%,” says Roan.

Nicole Douillet, Senior Advisor for LGBTQ Loyalty, adds that “we are pleased to announce the roll-out strategy for direct investing in the LGBTQ100 ESG Index begins today. This was achieved in close collaboration with C8 Technologies, who are leading providers of direct Indexing to financial institutions globally.” According to Martina Navratilova, Board Member of LGBTQ Loyalty, “diversity is a business necessity, from now on investors are empowered to learn about diversity via the LGBTQ100 ESG Index.”