



New York, June 15, 2020

Indxx US Fallen Knives Index Licensed by Direxion ETFs for an Exchange Tracking Fund

Indxx is pleased to announce the Indxx US Fallen Knives Index (the "Index") (ticker: [IUSNIFE](#)) has been licensed to US-based asset manager [Direxion](#) as the underlying benchmark for the Direxion Fallen Knives ETF (NYSE:[NIFE](#)). The ETF began trading on the NYSE Arca Exchange on June 11, 2020. The Index has been backtested to August 31, 2012 and has a live calculation date of April 27, 2020.

Based on the mean reversion of prices, a popular theory in finance and trading, the Index is designed to track the performance of companies listed in the United States that have generated negative returns in the recent past, but are candidates for likely revival in the future, on account of their sound financial health. The Index utilizes a multi-factor approach to create a composite financial health score for eligible companies, selecting those with the 50 highest scores for inclusion.

"We are excited to have licensed this innovative index concept to our friends at Direxion, and to continue the growth of our relationship," said Rahul Sen Sharma, Managing Partner at Indxx. "We believe that the well-known 'fallen knives' strategy could be particularly appealing at a time like now, as the global economy looks to rebound and companies become fully operational and open for business after the last few months."

David Mazza, Head of Product at Direxion said, "Direxion is excited to partner with Indxx on the launch of the Indxx US Fallen Knives Index. The index aims to deliver a simple, systematic approach to capturing stocks that have fallen significantly, but with the financial health to support future outperformance offering investors differentiated exposure to US stocks."

About Indxx

Founded in 2005, Indxx endeavors to deliver innovative and custom indexing and calculation solutions to the investment management community at large.

Indxx and products tracking our indices have been nominated for and received numerous awards, including 'Most Innovative ETF Index Provider' for the Americas at the 14th Annual Global ETF Awards in July 2018.

For more information about Indxx, please visit: <http://www.indxx.com/>

For further information about this press release, please contact:

Indxx Press & Media Relations
Attention: Anika Bhardwaj
Phone: +1-844-55-INDXX
Email: info@indxx.com