

Press Release

Indxx Launches the Indxx Subscription Economy Index

New York - August 24, 2020 - [Indxx](#) announces the launch of the Indxx Subscription Economy Index (the “Index”), which is designed to track the performance of companies that derive a significant portion of their revenues from the subscription-based revenue model.

The Index methodology aims to capture companies that utilize a subscription based model for their products and services and, therefore, reflects the growth of a myriad of industries including media, gaming, publishing, IOT, SaaS, Telecommunications, E-commerce, Retail and Business Assistance, that have benefitted from this model. The Index methodology also takes into account the adoption of the subscription economy model in newer industries such as apparel and automotive.

“Consumer consumption patterns are continuously evolving, and we are now in an important transition period where people are moving from product ownership to ‘usership,’ where people prefer to use services and products rather than own them.”, said Rahul Sen Sharma, Managing Partner at Indxx. “The ability to tailor services to specific user needs, ease of access and periodic payment schedules makes these services much more attractive to users than existing business models. Businesses responding to this change and offering flexible subscription models have seen immense growth in recent years. True to Indxx’s nature, we’ve been able to create an index that is unique and truly reflective of the space. The index, which tracks companies that derive a significant share of their revenue through the subscription economy model, will provide investors an opportunity to participate in and benefit from this constantly expanding field.”

Added Vaibhav Agarwal, Chief Revenue Officer at Indxx: “By virtue of having companies that derive a significant share of their revenues from a subscription based model, spanning a range of product and service industries, the index provides a balanced and accurate representation of the theme. Our unparalleled research process combined with pertinent selection rules, has translated into an index that has performed considerably well through its backtested history, thereby furthering our belief in this concept.”

As of August 24, 2020, the index has 50 constituents. It has a backtested date of December 31,2015 and a live calculation date of May 21,2020. Additional information can be found [here](#).

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/>

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