

# FOR IMMEDIATE RELEASE

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## **STOXX INTRODUCES MAXIMUM DIVIDEND STRATEGY INDEX**

**ZURICH (December 5, 2011)** - STOXX Limited, the market-moving provider of innovative, tradable and global index concepts, today introduced the STOXX Europe Maximum Dividend 40 Index. The new index represents a hypothetical investment portfolio that aims to maximize the dividend yield of the STOXX Europe 600 Index by selecting those 40 companies in the underlying index that have the highest expected dividend yield.

The STOXX Europe Maximum Dividend 40 Index is designed to act both as a proper benchmark for actively managed funds, and to underlie exchange-traded funds and other investable products.

"With the launch of the STOXX Europe Maximum Dividend 40 Index we are further expanding our successful range of innovative dividend strategy indices," said Hartmut Graf, chief executive officer, STOXX Limited. "This new index offers market participants a ground-breaking tool to follow the dividend return of Europe's 40 top dividend yielding companies selected from Europe's major benchmark index."

The STOXX Europe Maximum Dividend 40 Index consists of those 40 companies in the STOXX Europe 600 Index which have the highest expected dividend yield and will pay a dividend within the forthcoming adjustment period. The expected dividend yield is determined by the announced and the estimated dividend amount, as well as the closing price of the stock at the time of selection. In order to improve the index's liquidity, an additional liquidity screening is applied during the selection process. This results in a liquidity adjusted expected dividend yield used for selection and weighting of the index constituents.

To be eligible for inclusion in the STOXX Europe Maximum Dividend 40 Index, a company must be a component of the underlying STOXX Europe 600 Index, pay a dividend in the upcoming quarter, have a free-float market capitalization of at least 1 billion Euro and an average daily trading volume (ADTV) of at least 4 million Euro over the last three months at the time of selection. The composition of the index is reviewed quarterly at the last trading day of January, April, July and October. The composition becomes effective on the third Friday after the close of trading in March, June, September and December. If less than 40 companies meet the inclusion criteria, components from the last period will be added to the composition until 40 components are reached.

The STOXX Europe Maximum Dividend 40 Index is weighted by components' liquidity-adjusted expected dividend yield: the higher a company's dividend yield and the more liquid it is, the higher is its weight in the

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index. The maximum component weight is capped at ten percent to prevent the index from being dominated by single companies.

The STOXX Europe Maximum Dividend 40 Index is calculated in price, net return and gross return versions and available in Euro and USD. Daily historical data is available back to March 20<sup>th</sup> 2000.

For more information on this index please visit [www.stoxx.com](http://www.stoxx.com).

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**Note to Editors:**

**About STOXX Limited**

STOXX Ltd. is a global index provider, currently calculating a global, comprehensive index family of over 3,700 strictly rules-based and transparent indices. Best known for the leading European equity indices *EURO STOXX 50*, *STOXX Europe 50* and *STOXX Europe 600*, STOXX Ltd. maintains and calculates the *STOXX Global Index family* which consists of total market, broad and blue-chip indices for the regions Americas, Europe, Asia, and Pacific, the sub-regions Latin America and BRIC (Brazil, Russia, India and China), as well as global markets.

STOXX indices are classified into four categories to provide market participants with optimal transparency: "STOXX", "STOXX+", "iSTOXX" and "STOXX Customized". STOXX's standard indices are branded "STOXX", all indices that replicate investment strategies and themes, but still follow STOXX's strict rules-based methodologies, are categorized as "STOXX+". The "iSTOXX" brand comprises less standardized index concepts that take into account individual customer and market requirements but are still completely rules-based. "STOXX Customized" covers indices that are specifically developed for clients and are not STOXX branded.

The STOXX indices are licensed to over 400 companies around the world as underlyings for Exchange Traded Funds (ETFs), Futures & Options, Structured Products and passively-managed investment funds. Three of the top Exchange Traded Funds (ETFs) in Europe and 30 percent of all assets under management are based on STOXX indices. STOXX Ltd. holds Europe's number one and the world's number three position in the derivatives segment.

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In addition, STOXX Ltd. is the marketing agent for the indices of Deutsche Boerse AG and SIX Group AG, amongst them the DAX and the SMI indices.

STOXX Ltd. is part of Deutsche Boerse AG and SIX Group AG. [www.stoxx.com](http://www.stoxx.com)

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