



## BITA & CIRCA5000

Pioneering Impact Investing with Thematic ETFs.  
Why CIRCA5000 chose BITA as its preferred index provider.

“BITA exceeded our expectations by delivering a service that not only catered to our every need but was also tailored specifically for us. The success of our ETFs in the market today is a testament to the expertise and dedication from BITA. Their in-house research and high-quality third-party data integration made all the difference. We couldn’t have asked for a better partner in this venture.”

- Charlie Macpherson, Managing Director, ETFs at CIRCA5000

## The Challenge

CIRCA5000, an impact investing specialist, was ready to make a significant entry into the European ETF market with a suite of thematic strategies.

Circa5000 chose to work with BITA for several key reasons:



**One-stop solution:** BITA offered a comprehensive solution that catered to all of CIRCA5000's needs, eliminating the need to work with multiple service providers.



**Proprietary model:** BITA developed a proprietary model specifically tailored to CIRCA5000's requirements, ensuring the indexes accurately reflected their investment strategy.



**Best in class, 3rd party data:** BITA integrated high-quality data from impak analytics, enhancing the robustness and reliability of the indexes.



**Expert in-house research:** BITA's in-house research team played a crucial role in creating five very specific indexes that aligned with CIRCA5000's thematic strategies.



## The Results

The collaboration between CIRCA5000 and BITA culminated in the successful launch of five thematic ETFs on the London Stock Exchange on 7th June 2023. Each ETF tracks an index that was meticulously built in partnership with BITA and impak Analytics, reflecting the most impactful companies in their respective sectors.

The ETFs have been met with considerable interest and positive reception, not only within the UK but also from multiple countries across Europe. This international interest underscores the effectiveness and appeal of the innovative indexes that BITA helped create.

## The Conclusion

This successful partnership with CIRCA5000 serves as a testament to BITA's capabilities and the transformative potential of its technology.

It demonstrates how BITA can be a key component of success for companies seeking to innovate and make a significant impact within the ETF market.

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New  
Impact  
ETFs