



MEDIA RELEASE

C8 Technologies Enables First Trading of LGBTQ100 ESG Index

London 15 July 2020, C8 Technologies (C8), a pioneer of direct indexing to financial institutions globally, is collaborating with LGBTQ Loyalty Holdings, Inc. (OTC PINK: LFAP) ("LGBTQ Loyalty") through its wholly-owned business unit, Advancing Equality Preference, Inc. (AEP), to enable asset owners around the globe to track the **LGBTQ100** ESG Index (Index Ticker: **LGBTQ100**) by trading the underlying equities in the index with their own broker.

C8 enables asset managers, family offices, pension funds, corporate treasuries, insurance companies and many other asset owners to trade an index with real-time transparency, whilst retaining control of their own capital locally.

LGBTQ Loyalty launched the first financial index centered on representing LGBTQ equality in corporate America, which was listed on the New York Stock Exchange in October 2019. The **LGBTQ100** ESG Index incorporates proprietary Crowd Preference Impact Methodology (CPIM) to capture unique insights and viewpoints from the LGBTQ community, garnered from in-depth Harris Poll surveys.

Mattias Eriksson, CEO of C8 said, "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. 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. With its socially responsible aims, the **LGBTQ100** ESG Index is an ideal host for our platform and we are very excited about this collaboration."

Larry Roan, Director of LGBTQ Loyalty commented, "We are now in a position to provide supporters of LGBTQ inclusion and equality with the power to influence the allocation of capital. The **LGBTQ100** ESG Index has outperformed the S&P 500 Index benchmark by over 3% since it listed on the NYSE. When back-tested over the last five years, the Index beats the S&P by 35%."

Nicole Douillet, Senior Advisor for LGBTQ Loyalty added, "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".

Martina Navratilova, Board Member of LGBTQ Loyalty, commented, "Diversity is a business necessity, from now on investors are empowered to learn about diversity via the **LGBTQ100** ESG Index."

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Note:

Performance data source: Bloomberg.

Index listed period: 30 Oct 2019 to 13 Jul 2020. Previous 5 years period: 13 Jul 2015 to 13 Jul 2020

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About C8 Technologies

C8 Technologies www.c8-technologies.com provides direct access to active and passive, tradable indices developed by leading investment professionals and in house. Institutional and professional investors can get the performance of any institutional-grade investment style by directly trading the underlying assets, at lower cost, with their own broker. Our patented process is unique in the financial markets, bringing many advantages to the asset owner including holding onto their own capital, full transparency on the underlying holdings and full control of trading, which allows for customisation at will. By using C8, an asset owner can increase capital efficiency and avoid ongoing costs of operational due diligence.

About LGBTQ Loyalty Holdings, Inc.

LGBTQ Loyalty is a diversity and inclusion-driven financial methodology and data company that quantifies corporate equality alignment with the LGBTQ community and minority interest groups. The Company has benchmarked the first-ever U.S. Loyalty Preference Index, which the Company believes empowers the LGBTQ community to express their preferences for the nation's high-performing corporations most dedicated to advancing equality. The Loyalty Preference Index, branded as the **LGBTQ100** ESG Index, is an environmental, social and governance (ESG) Index, offering an added perspective for those seeking to align with equality-driven, ESG-responsible corporations. LGBTQ Loyalty's leadership includes seasoned authorities in the financial industry and the LGBTQ community. www.lgbtqloyalty.com