

**ETFs. Do it different.**

**SUPER:** 100% all set to prove we do ETFs Different.

**QUESTION:** In your view, how does Dimensional see markets differently?

**LUKAS SMART:** We actually rely on the information that's out there in the price in order to determine what factors actually will provide high expected returns. And the way that we provide it is through systematic exposure to those portions of the market, right, to lower total market capitalization, securities, small securities, to lower relative price securities, value securities, and to higher profitability securities. And we do so in a balanced fashion that takes into consideration the interaction amongst the dimensions and takes into consideration the real-life costs of investing.

**SUPER:**

- Size
- Relative price
- Profitability