

INDEX DETAILS

|                     |                                                       |
|---------------------|-------------------------------------------------------|
| Index Engineer      | Pieter Levels & Truflation                            |
| Ticker              | TruDead                                               |
| Update Frequency    | Daily (23:59 UTC)                                     |
| Data Providers      | Financial Modeling Prep,<br>Yahoo Finance & Investing |
| Geography           | United States                                         |
| Start Date          | January 1, 2020                                       |
| Rebalance Frequency | Annually                                              |
| Last Rebalance Date | February 5, 2026                                      |
| Methodology         | <a href="#">View Documentation</a>                    |

INDEX COMPOSITION

The index consists of 11 publicly listed companies whose CEOs have verifiable engagement in strength training. Constituents start equally weighted, with a fixed 10% Intensity Tilt applied based on CEO fitness classification (High, Mid, Low). High-tier companies receive additional weight funded by reductions from Low-tier constituents, while Mid-tier remain at base weight unless adjustments are required. Each stock is subject to a 5% minimum and 15% maximum cap, with any excess weight redistributed to maintain full investment and a total weighting of 100%.

|                    |       |
|--------------------|-------|
| Meta               | 9.1%  |
| Amazon.com         | 6.6%  |
| Goldman Sachs      | 12.4% |
| Uber Technologies  | 6.6%  |
| Microsoft Corp     | 6.6%  |
| Apple              | 9.1%  |
| BlackRock          | 12.4% |
| Nvidia Corporation | 6.6%  |
| Coinbase Global    | 9.1%  |
| Airbnb             | 12.4% |
| Robinhood          | 9.1%  |

ABOUT TRUFLATION

Truflation is the real time truth layer for macro markets. We provide investors with actionable, high frequency trading signals built on transparent, independently verified economic data. Instead of waiting 30 60 days for government releases, our users get daily insights across 200+ indexes; inflation, housing, consumer categories, and more, all derived from real market prices, cross-checked across multiple sources, and published on chain for transparency. AI helps us process millions of data points so enterprises can access clean, audited, ready to use signals through our API.

EXECUTIVE SUMMARY

The Truflation Deadlift Index is an unconventional equity benchmark designed to examine the relationship between CEO strength training and corporate performance. The index tracks a diversified portfolio of publicly listed companies, beginning with equal weight allocations and applying a strength based adjustment that increases exposure to firms led by CEOs with verified engagement in strength training, while proportionally reducing other constituents to preserve diversification.

Updated daily and supported by a continuity preserving scaling mechanism, the index is grounded in the hypothesis that physical fitness, particularly strength training, correlates with leadership resilience, discipline and effective decision making. Since its launch on January 1, 2020, the index has outperformed the S&P 500 over the multi-year period.

HISTORICAL PERFORMANCE VS S&P 500 (6Y)



KEY FEATURES

Alternative Market Perspective

The index introduces a novel lens for evaluating market performance by exploring the potential relationship between executive discipline, strength training and corporate outcomes complementing traditional financial and macroeconomic analysis.

Diversified Exposure

The index includes a broad mix of leading technology, financial, and digital asset related companies, providing diversified equity exposure while avoiding over concentration in any single constituent.

Reduced Concentration Risk

The weighting ensures that no individual company disproportionately influences index performance, allowing smaller constituents to contribute meaningfully to returns.

Daily Real-Time Updates

Index values are updated daily, capturing the USD price and normalized index number to allow easy comparison with inflation metrics and other financial indicators.

BENEFITS

Physical Fitness Index

While it seems unconventional, the rationale behind this Index echoes a growing body of research suggesting that physical fitness can correlate with better decision making and leadership skills. The index outperforms the S&P 500 over the last 4 years since its inception.

Data-Driven Risk Strategy

While it is tempting to imagine a direct correlation between the CEO's fitness and their company's financial success it is far more complex but it all boils down to the decisions and leadership of the CEO.

Benchmarking and Comparative Analysis

The index can be used as a benchmark to compare performance against traditional indices such as the S&P 500 or other thematic strategies, supporting research and performance evaluation.