



White Label Exchange Traded Funds
ETF Issuer Solutions Inc.

Your strategy. Our infrastructure. Your ETF.

Institutional sophistication for everyone

Institutional investors are often referred to as “smart money” for a reason – they typically put their money to work in ways that small advisors and individuals do not. Institutions with massive scale and abundant resources have had exclusive access to the most sophisticated investment strategies by virtue of their size... until now.

Exchange Traded Funds (ETFs) have led the charge in the democratization of risk management in the last decade. ETFs offer the transparency, liquidity and ease of use desired by individuals and institutions alike. Not surprisingly, ETFs have steadily grown in popularity from a niche structure used by traders in the late 1990s to over \$1 trillion in assets in the U.S. alone by 2011.

With this explosive growth has come evolution. The rapid adoption of ETFs to date is largely attributable to delivering new and/or low-cost Beta to investors who had difficulty owning certain assets or managing specific risks. Today, newly-launched ETFs are more focused in scope and

increasingly have active or “smart Beta” investment objectives. Quantitative investment disciplines traditionally associated with professional money managers are being introduced to, and adopted by, the masses in the form of ETFs.

Now that this growth segment has reached critical mass and has demonstrated success in product innovation, hedge funds, CTAs, and RIAs can use ETFs as an outlet to touch an investor base their existing structures do not easily allow – retail.

ETF Issuer Solutions has created a revolutionary white label platform that allows institutional money managers to securitize their strategies in ETF wrappers without the hassle of building out an internal ETF unit. ETF Issuer Solutions has the necessary regulatory and operational infrastructure to deliver a turn key ETF solution.

Learn more about our how our white label ETF services can work for you...

“Main Street, this is Alpha”

Make the introduction.



Why ETFs?

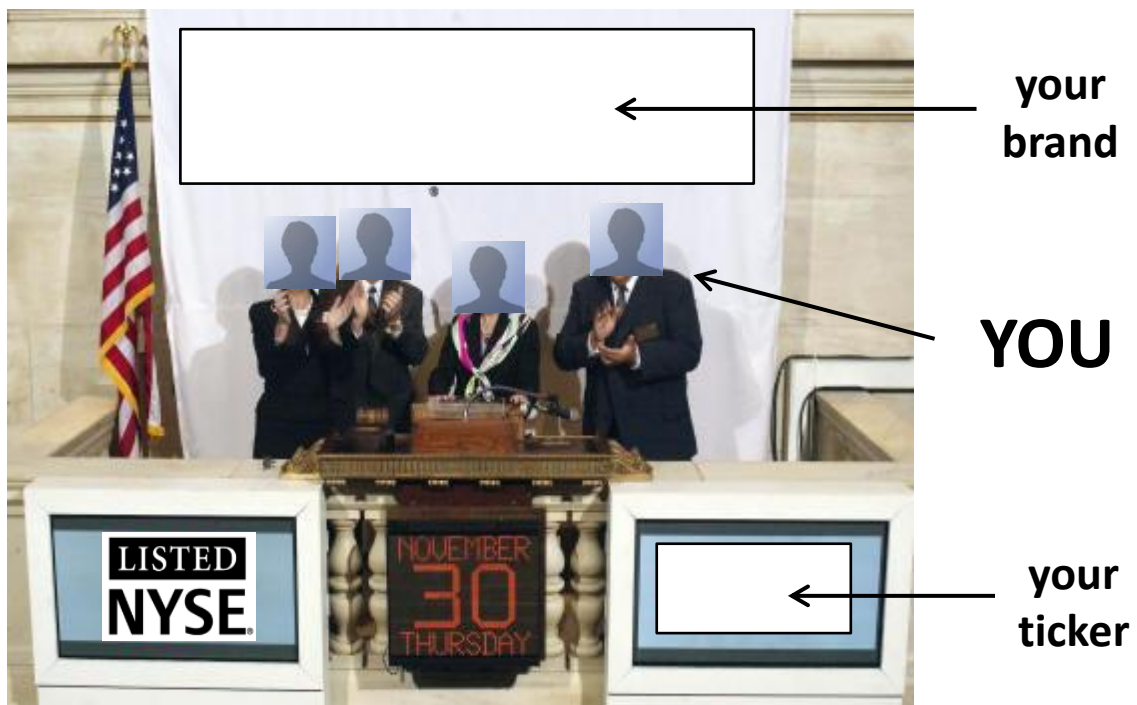
ETFs are flexible structures for equity, fixed-income, and alternative investment strategies. They are the lowest cost, most liquid, and most transparent vehicles on the market. We believe ETFs will become the undisputed investment vehicle of choice for both institutions and individuals within the next decade.

Why ETF Issuer Solutions?

ETF Issuer Solutions boasts the only comprehensive ETF services platform that allows clients to private label their own retail products with a single point of contact and next generation technology at a low cost.

How does it work?

We have operational infrastructure, regulatory permissions, and ETF product expertise to build, list, and manage funds of all shapes and sizes, including derivatives-based strategies. Using our technology and intellectual property, you can have your own ETF without the burden of building and operating it on your own. We will customize a bespoke ETF solution tailored for your needs.



White label ETF partnership

You've worked hard at honing your strategies and building your brand...

What we do

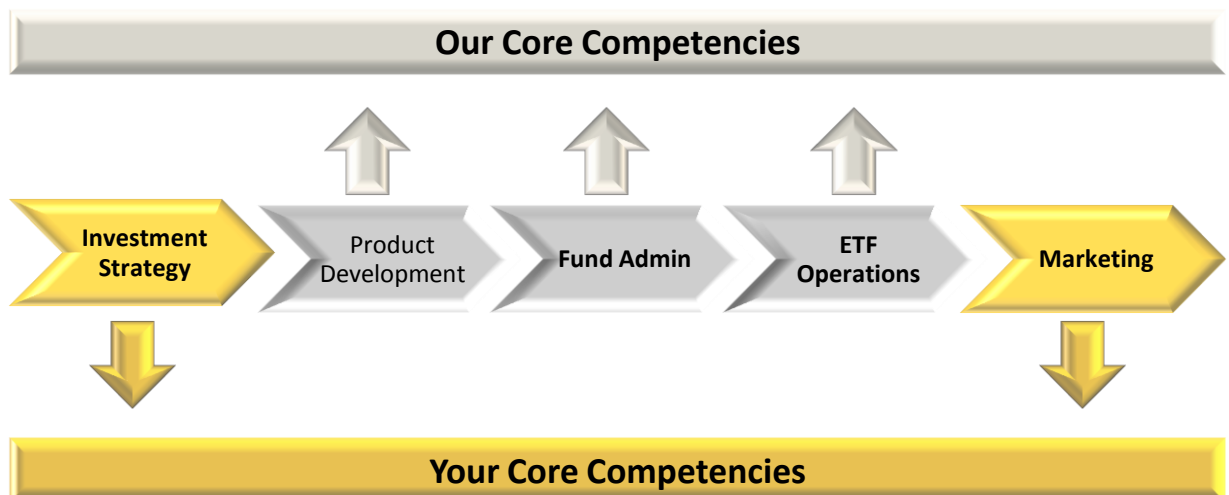
Fund compliance, administration
Ad Review (FINRA) for distribution
Daily fund operations, website
Listing exchange interface
Create/redeem order taker
Liquidity provider support
Regulatory reporting
Seed capital sourcing
Retail channel access



What you do

Create investment strategies
Portfolio management
Brand funds
Institutional sales / marketing
Media relations
Thought leadership
Strategic opportunities

...now let us help you tap a new market without changing your approach or diverting attention from what you do best – **superior investing.**



ETF Issuer Solutions is a New York-based financial technology firm on a mission to change the way ETFs are launched and operated.



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