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Vident Financial to Ring NASDAQ Closing Bell Wednesday



Vident Financial Team Ringing the Closing NASDAQ Bell [Photo inserted after Press Release]

NEW YORK – Financial Services newcomer Vident Financial has the distinct honor of ringing the NASDAQ Stock Exchange closing bell today. Vident Financial is a financial services innovator that develops and licenses transparent investment market solutions (indices and funds) based on a distinct framework and rigorous global research. In less than seven months, Vident’s two Exchange Traded Funds (ETFs) have already amounted to over \$835M assets under management, quickly closing in on the respected billion-dollar milestone.

While many equity funds follow capitalization-weighted indices, Atlanta-based Vident Financial instead utilizes sophisticated risk-balancing methodologies, economic freedom metrics, valuation, and investor behavior with a systematic, structured, and rules-based investment process. Vident was founded with the purpose of applying timeless wisdom and established principles to address the risks and opportunities of equity investing on international and domestic levels.

The firm’s solutions also seek to build upon many “smart-beta” strategies that use single factor-based screens by implementing multiple process layers. According to Vident Financial CEO and cofounder Nick Stonestreet, “*We believe this makes our strategies more akin to active strategies but codified in a systematic process, which can help to limit ‘stock-picker bias’ and avoid emotional decision making.*”

The **Vident International Equity** strategy seeks to balance risk across developed and emerging economies and to prioritize those nations with favorable conditions for growth. It emphasizes economies that have tended to be less encumbered by regulation, debt, and deficits. These nations have tended to have more stable currencies, favorable demographics and lower taxes, allowing their populations – and companies – to flourish. Alternatively, the **Vident Core U.S.** strategy focuses on companies believed to exhibit exemplary levels of corporate leadership and governance and whose stocks are trading at attractive valuations. It measures corporate adherence to principles that include accurate financial reporting, expense recognition, and excellent corporate governance.

“*We feel honored to have the privilege of being a part of such a respected tradition in the industry,*” said Mr. Stonestreet on Tuesday.

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The name *Vident* comes from a Latin word meaning, “*they oversee, they care for.*” The company is wholly owned by the *Vident Investors’ Oversight Trust* and is solely focused on serving the needs of investors. Vident Financial partnered with Lattice Strategies on the custom design and development of the *VIUSX Index* strategy. Vident also engaged in strategic relationships with industry-leading firms such as Exchange Traded Concepts (ETC), U.S. Bancorp Fund Services (USBFS), Mellon Capital Management, (MCM), Index Management Solutions (IMS), as well as Overture Financial and Bowyer Research. ETC is a private-label ETF advisor, which seeks to provide the operational and regulatory experience necessary to manage the complexities of launching and managing an ETF. For more information, please visit www.videntfinancial.com.



Vident Financial Team Shown in Times Square Ringing the Closing NASDAQ Bell [Photo inserted after Press Release]