

FOR IMMEDIATE RELEASE
Dated: 09/14/2017

Contact: Denise Krisko, *President & Co-founder of Vident Investment Advisory (A Vident Financial Company)*
(973) 915-3170

Vident Financial, LLC Welcomes Rafael Zayas as Senior Portfolio Manager at its Subsidiary Vident Investment Advisory, LLC

ATLANTA – Vident Financial, LLC is proud to welcome Rafael Zayas as Senior Portfolio Manager to Vident Investment Advisory, LLC (VIA).

Mr. Zayas brings over fifteen years of trading and portfolio management experience in global equity products and ETFs. He specializes in managing developed, emerging, and frontier market portfolios, including currency and market hedged strategies. Mr. Zayas will be responsible for overseeing the day-to-day portfolio management of VIAs sub-advised international and global equity ETFs. He will also further strengthen the operational efficiency of VIA trading and investment management operations and bring additional expertise to the team in single and multi-factor strategy risk minimization.

“We are excited to have Rafael join our team. Mr. Zayas’ background in portfolio management of multi-factor and smart beta portfolios in a variety of fund structures globally will be invaluable in helping to guide VIA’s efforts to further enhance our performance, as one of the leading sub-advisory firms in the ETF industry.”
Vince Birley, CEO & Co-Founder Vident Financial.

Prior to joining VIA, Mr. Zayas was a Portfolio Manager at Russell Investments for over \$5 billion in quantitative strategies across global markets, including emerging, developed and frontier markets and listed alternatives. There, he also developed reporting, risk model, and optimized strategies around various products, including ETFs. Before joining Russell Investments, Mr. Zayas was an equity Portfolio Manager at BNY Mellon Asset Management, where he was responsible for \$150 million in internationally listed global equity ETFs and assisted in managing \$3 billion of global ETF assets.

Leading the company is Denise Krisko, who has over twenty years of portfolio management and trading experience, with an expertise in ETF management after more than a decade of managing ETFs. She has served in various leadership roles with Index Management Solutions (IMS), Mellon Capital Management (MCM), Bank of New York (BNY), Northern Trust and The Vanguard Group. She has worked with dozens of ETF sponsors and has overseen the management of more than 150 ETFs.

“I am thrilled to have Rafael join the VIA team. We can take our portfolio management abilities to new levels of quality and capacity, as we further scale up our portfolio management expertise, and serve a greater number of ETF clients with excellence.” Denise Krisko, President & Co-Founder Vident Investment Advisory.

Mr. Zayas holds a BS in Electrical Engineering from Cornell University. Additionally, he holds the Chartered Financial Analyst designation.

Vident Investment Advisory provides sub-advisory services for quantitative strategies with a focus on ETFs. Vident Financial established VIA in 2014 in an effort to improve trading efficiencies and better control costs associated with the portfolio management and trading of their ETFs. VIA currently sub-advises 22 ETFs and one UCITS across a variety of asset classes with approximately \$3.5B in AUM.

Vident Financial’s index strategies and ETFs seek to utilize time-tested economic and investment principles to identify environments where human productivity can thrive long-term. Principles-based investment metrics are incorporated into rules-based processes, which helps to limit the emotional decision-making bias present in many active strategies.

End

Vident Investment Advisory, LLC (VIA) provides asset management and sub-advisory services for index-based assets. Their capabilities and experience include domestic and global equities, fixed income and commodities. Their extensive experience and innovation for a variety of ETF sponsors has made ETF management their specialty. VIA endeavors to utilize their unique experience and state of the art technology to fulfill client objectives and exceed expectations.

Vident Financial is a financial services innovator that develops and licenses transparent investment market solutions based on a distinct framework and rigorous global research. Based in Atlanta, GA, Vident's solutions utilize sophisticated risk-balancing methodologies, economic freedom metrics, valuation, and investor behavior with a systematic, structured, and rules-based investment process. In short, Vident was founded with the purpose of applying timeless wisdom and established principles to today's complex investment decisions. 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.

Disclosure: Information in this document should not be considered legal or investment advice. Nothing in this message shall be considered a solicitation/offer to buy/sell any security or other financial instrument or to offer or provide any investment advice.