

FOR IMMEDIATE RELEASE
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**Vident Investment Advisory, LLC Names Jumana Poonawala
Chief Operating Officer to Facilitate Growth and Operational Excellence**

NEW YORK – Vident Investment Advisory (VIA) is proud to announce and welcome Jumana Poonawala as Chief Operating Officer of Vident Investment Advisory.

Ms. Poonawala brings with her over seventeen years of financial advisory and operations experience. She has managed global portfolios including managing foreign currency exposure across emerging markets. Ms. Poonawala will be responsible for overseeing day-to-day operations and ensuring companywide alignment with a competitive growth strategy to enhance best execution and service delivery to VIA clients.

“We are excited to have Jumana join our leadership team. Ms. Poonawala’s background in financial operations along with an understanding of international markets will be invaluable in helping to guide VIA’s efforts to enhance our performance, as one of the leading sub-advisory firms in the ETF industry.” Nicholas Stonestreet, CEO & Co-Founder Vident Investment Advisory.

Prior to joining VIA, Ms. Poonawala was an Investment Officer and Co-Head of the Global Trade & Supply Finance group at International Finance Corporation (IFC), a member of the World Bank. Previously, she was a member of the Private Equity and Real Estate team at Chatham Financial, an interest rate and currency hedging advisory firm based out of Pennsylvania. Prior to that, she was at Deloitte Consulting in the Financial Services Group in New York. She began her career at Bank of America managing a client portfolio of multinational corporates.

Leading the company is Denise Krisko, who has over twenty years of index management experience, as well as an expertise in ETF management. 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.

“I am excited that with Jumana joining our team, we can take our operational abilities to new levels of quality and capacity, even as we scale up our operations, and serve a greater numbers of clients with excellence.”
Denise Krisko, President & Co-Founder Vident Investment Advisory.

Ms. Poonawala holds an MPA in International Development from Harvard University and a BA in Economics from Brandeis University. She has served as an adjunct professor at Georgetown University’s public policy program and is the author of an article on the forward market in emerging currencies published in the Journal of International Money and Finance.

Vident Investment Advisory provides trading and sub-advisory services for index-based assets with a focus on ETFs, including those tracking Vident indices. Vident Financial established VIA in late 2014 in an effort to improve trading efficiencies and better control costs associated with their ETFs. VIA currently sub-advises 17 ETFs and one UCITS. VIA currently has approximately \$1.8B 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. Their various metrics are incorporated into rules-based processes, which helps to limit the emotional decision-making bias present in many active strategies.

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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.

For more information, please visit www.videntinvestmentadvisory.com and www.videntfinancial.com.

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