

## Press Release

### Solactive unveils new website and corporate design

24 May 2018

Today Solactive is officially introducing its corporate rebranding. The brand transformation includes a new logo, a sophisticated look & feel and a new website providing a comprehensive overview of the services offered by the German index provider. The rebranding has been made in order to fully represent Solactive's business philosophy, which puts flexibility, efficiency and the highest quality at the core of its value proposition.

Steffen Scheuble, CEO of Solactive, commented: " *Solactive was founded as a small shop focusing on custom index solutions. The company has come a long way since then, and after ten years, we've decided to refresh the look of our brand. The new design better reflects the company's DNA, which revolves around dynamism, innovation, and growth, just to name a few key points defining Solactive. In addition, with the new website we aim to connect more effectively with our global customer base and clearly communicate the benefits of our services.*"

The website outlines the wide range of services provided by Solactive and introduces new features such as the Solactive Research Blog, which will keep our clients updated with the latest findings and analyses generated by the research department led by Timo Pfeiffer. Furthermore, a section is dedicated to the technology teams in Dresden and Berlin, which gives insightful information on the company's data research, IT infrastructure, and the development environment of our Solactive Unified Technology Platform.

The modernization of the website and corporate identity shows the global growth and relevance Solactive has gained over the years. Founded in 2007 with a business model focused on flexibility and efficiency, Solactive has been able to make a name for itself in an industry that has traditionally been dominated by a few established players. In March 2018 Solactive was awarded *Index Provider of the Year 2017* at the ETF.com Awards for its accomplishments in the United States, the largest ETF market globally.

For further information, please visit: [www.solactive.com](http://www.solactive.com)

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## Note to editors

### About Solactive

Solactive AG is an innovative index provider that focuses on the development, calculation and distribution of tailor-made indices across all asset classes. As at January 2018, Solactive AG served approximately 400 clients in Europe, America and Asia, with approximately USD 200 billion invested in products linked to indices calculated by the company globally, primarily via 350 exchange-traded funds from a number of well-known providers. Solactive AG was established in 2007 and is headquartered in Frankfurt.

### Disclaimer

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