

Press Release

Press Release - Direct Investing Pioneer Just Invest Switches 15 Major Benchmarks to Solactive Indices

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FRANKFURT AM MAIN – Direct indexing brings innovation to the passive investing industry by making investing hyper customizable for more consumers. Just Invest, a direct indexing provider, further challenges traditional industry norms by empowering advisors to invest directly in companies via multi-account direct indexing. Now, Just Invest announces switching 15 major benchmarks to Solactive indices. The new indices will be used as performance benchmarks in portfolio construction processes and for performance reporting purposes. By combining Solactive's expertise in the creation of benchmark indices and Just Invest's tech-forward direct indexing, the collaboration offers advisors quality direct indexing constructed with benchmarks comparable to major name-brand indices without major name-brand cost.

In an environment that traditionally has been dominated by a few established companies, Solactive is transforming the indexing space with its disruptive pricing model, custom benchmarks, and fast service. In parallel, Just Invest redefines investment management to allow advisors to deliver the optimal solution to their investor clients with automated investment management, boosted tax alpha, and customized direct indexes.

The 15 Equity benchmarks give investors direct exposure to global large, mid & small-cap markets. All benchmarks provided for Just Invest are part of Solactive's Global Benchmark Series, a comprehensive framework of indices.

*"As we are an industry disruptor ourselves, we are keen to work with companies that share our vision and hands-on mentality, and as a leading innovator in the custom asset management space, **Just Invest** is a fitting counterpart for our offering and attitude," comments Timo Pfeiffer, CMO of Solactive. "Direct indexing is a trend that is increasingly splashing over from the US to Europe. Utilizing our indices, **Just Invest's** platform allows investors to personalize and adopt index strategies in their portfolio effortlessly. Therefore, we cannot wait to enhance our business relationship with Just Invest forward as direct indexing grows in popularity amongst investors globally."*

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"Though our industry peers typically use name-brand indices for their benchmarks, Just Invest is pushing the envelope by partnering with Solactive. Due to Solactive's excellence in index construction, client-driven principles and best in-class economics, our partnership adds qualitative and economic value for clients and investors. We believe the entire custom asset management industry stands to gain from this collaboration," said Jonathan Hudacko, CEO of Just Invest.

For more information please visit: <https://www.solactive.com> and <https://www.justinvest.com/>

Note to editors

About Solactive

Solactive is a leading provider of indexing, benchmarking, and calculation solutions for the global investment and trading community. Headquartered in Frankfurt, and with offices in Hong Kong, Toronto, Berlin, and Dresden, we innovate and disrupt the status quo as the partner of choice for our clients.

The unique blend of our 250 staff's expertise in data, data science, financial markets, and technology enables our clients' continued success through the delivery of a superior experience, unique customization capabilities, and the best value for money available in the industry. With more than 14,000 indices calculated daily, we offer a full suite of solutions, including market-leading ESG and thematic indices.

As at February 2021, Solactive served approximately 450 clients across the world, with approximately US\$200 billion invested in products linked to our indices. Solactive is registered with ESMA as a benchmark administrator and is supervised by the BaFin.

About Just Invest

Just Invest redefines investment management by focusing on the needs of financial advisors and their clients. Our solutions help advisors automate their portfolio management, boost performance with tax alpha, and customize portfolios. As a leading provider of tech-enabled custom asset management services, we have expanded beyond our award-winning direct indexing platform to deliver active solutions and tax optimization across multiple accounts.

Just Invest is led by people who are deeply familiar with quantitative investing. Before Just Invest, our team launched ETFs for some of the world's largest asset managers, built an SMA platform for a multi-billion dollar portfolio manager, and developed portfolio management systems used by hundreds of leading asset managers. We have combined technology and decades of institutional experience to deliver the best of modern finance.

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