



FLX DISTRIBUTION ANNOUNCES STRATEGIC ALLIANCE WITH NYSE

Organizations Leverage Collective Strengths to Support Clients

BERNARDSVILLE, NJ, November 9, 2021 – [FLX Distribution](#) – the industry’s first Resource and Asset Management Platform (RAMP) delivering an on-demand, holistic distribution experience to asset managers, wealth management firms, and financial advisors – today announced a strategic alliance with NYSE Group, which operates NYSE Arca, the leading U.S. exchange for listing and trading ETFs, to use their collective, complementary resources to support their clients.

The first phase of the relationship will focus on NYSE-sponsored and produced webcasts, with a focus on ETF clients, featuring issuers who are clients of both FLX and the NYSE. Additionally, FLX Media, the multi-media content vertical of FLX Distribution, will film on-site at the NYSE featuring and on behalf of FLX clients. Both entities will leverage digital and social media to market clients and capabilities. For 2022, FLX and NYSE have plans to expand the alliance, namely with a produced show filmed at the NYSE and hosted by Jillian DelSignore, Managing Director, Head of Advisor Sales at FLX.

“As we continue to bring more ETF issuers to the FLX platform we’re always looking for ways to add value and provide access through the strategic relationships we broker. I can’t think of any organization better suited for that than The New York Stock Exchange. We’re excited to work together to deliver for our clients,” said DelSignore.

“We are always working to amplify and build the value of the NYSE community for ETF issuers and market participants. Together with FLX Distribution, we’re excited to expand our educational resources and thought leadership platform for clients,” said Douglas Yones, Head of Exchange Traded Products at the NYSE.

FLX Distribution currently represents over \$78 billion in combined assets under management across nearly 40 firms on the platform, many of which are listed on the NYSE. The makeup of the platform spans a variety of mutual funds, hedge funds, private equity, ETFs, and SMAs.

About FLX Distribution

Launched in December 2019, [FLX Distribution](#) is revolutionizing the distribution experience among asset managers, wealth managers, and advisors. We provide a technology platform – known as a Resource and Asset Management Platform (RAMP) – that delivers unmatched scale, flexibility, and access to a modular and on-demand experience.

The FLX Distribution technology platform simultaneously empowers asset managers and distribution professionals to drive results and retain optionality. Powered by a combination of



proprietary tech developments, and a stack of leading software providers, we have created a seamless exchange providing access to media resources, distribution solutions, corporate strategy, and business services.