



NEW GROUP OF ASSET MANAGEMENT FIRMS LOOK TO FLX TO LAUNCH STRONG SECOND HALF

Firms span asset classes and include Berkshire, Cramer Rosenthal
McGlynn, Emles, and Fuller & Thaler

BERNARDSVILLE, NJ, JULY 14, 2021 – FLX Distribution – the first Resource and Asset Management Platform (RAMP) bringing together asset managers, distribution professionals, wealth managers, and advisors – today announced a new set of asset management firms have joined the platform to access the on-demand distribution resources and solutions.

“What we continue to hear from asset management firms is they want optionality – but in a consolidated way that doesn’t overwhelm and detract from their core business,” said Brian Moran, Founder and Chief Executive Officer of FLX. “The centralized solutions, delivered by a team of industry experts and veterans, allow us to be true partners to these firms, while championing their differentiated investment capabilities and ultimately growing their brands and visibility in the marketplace. We’re honored with the opportunity.”

With the addition of these four firms, the total number of asset managers on the FLX platform increases to 32, representing nearly \$76 billion in combined assets under management. The FLX platform represents a wide variety of mutual funds, hedge funds, private equity, ETFs, and SMAs.

Still less than two years since its founding, FLX Distribution has grown to 40 professionals nationally, established itself as the industry’s first RAMP, and as the leading, most innovative, independent distributor of asset management services nationwide, while attracting hundreds of experienced investment management professionals to its community. The FLX platform offers a centralized hub for clients to access services including media resources, distribution solutions, data management, and business consulting. In recognition of its accomplishments, FLX received the **Money Management Institute/Barron’s 2020 Disruption Award** for its technology that “will fundamentally alter the future delivery of advisory solutions” – underscoring FLX as the Advisor’s Advisor.

New Firms on FLX

- [**Berkshire Asset Management**](#) was founded in 1986 as a registered investment advisor focused on US equity management for HNW individuals and institutions. Berkshire believes focusing on investment results, offering a limited number of

strategies and communicating clearly with clients is the most rewarding and sustainable way to grow their business. The firm ensures investors have a clear understanding of the investment philosophy and an appreciation of the firm's client centric culture. The current investment team has worked cohesively since the mid-1990s, and the firm has experienced extremely low professional turnover throughout its entire history. Berkshire's business fundamentals are exceptionally strong with \$0 long term debt and the firm is 100% owned and operated by its employees. As of March 31, 2021, the firm has grown to roughly \$2.9 billion in assets under supervision.

Kenneth Krogulski, CFA Managing Partner and CIO said, "For decades Berkshire has upheld a client centric service culture; one that places client needs and objectives above all else. We believe FLX is the partner of choice to uphold and enhance our client offering as our business continues to grow and evolve."

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- Founded in 1973, [Cramer Rosenthal McGlynn, LLC](#) is a 100% employee-owned firm managing \$3.3 billion for individuals, institutions, foundations/endowments, and financial intermediaries. The vehicle line-up includes mutual funds, separate accounts, UCITS, private funds, and a Collective Investment Trust. CRM specializes in small and mid cap U.S. equities with over four decades of experience in the asset class. Co-managed by Chris Barnett and Brian Harvey, CFA and accompanied by an experienced research team of ten investment professionals, the firm practices a fundamental, bottom up, high active share approach and invests across the intersection of change and neglect. Importantly, in September 2019, the existing employees of CRM repurchased the company from Wilmington Trust Company to become 100% employee-owned.

"We are excited to be partnering with the team at FLX as we enter a new chapter at CRM. The distribution platform and strategy at FLX is a good fit for how we are looking to approach a broad opportunity in the marketplace in a cost effective and efficient manner," said Chris Barnett.

- [Emles](#) is an asset management firm dedicated to identifying emergent opportunities and incubating asset classes that have been either under-represented or under-utilized historically. Founded by Gabriel Hammond and Dave Saxena, formerly of Alerian, the firm aims to uncover opportunities that solve for the unique challenges of today's markets. The Emles team combines its collective experience and financial ingenuity to offer a suite of strategic and thematic ETFs for investors seeking growth, income, or diversification.

"We built Emles because we were unsatisfied with the investment options that existed in the marketplace – particularly when you consider recent market dynamics. We wholeheartedly believe in the funds we are offering and are excited to partner with FLX Distribution to provide investors with greater access to strategies built for the modern world," said Gabriel Hammond, Chief Executive Officer of Emles.

- Founded in 1993, [Fuller & Thaler Asset Management](#) pioneered the application of behavioral finance in investment management. Primarily focused on U.S. equities, the firm's strategies have historically delivered exceptional results. More importantly, its process differs significantly from traditional equity managers. Fuller & Thaler believes its unique perspective and unconventional approach can provide meaningful diversification to its mutual fund clients.

"We appreciate the flexibility in the FLX Distribution platform to complement our existing distribution resources," said Ed Stubbins, Partner at Fuller & Thaler.

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.