

ACSI Funds Introduces Exponential ETFs as a Platform to Bring Innovative ETFs to Market

Exponential ETFs will partner with select asset managers to support the development and management of innovative and differentiated ETFs

ANN ARBOR, Mich. -- (June 6, 2017) – [ACSI Funds](#) today introduces Exponential ETFs, a wholly owned platform that will allow select asset management firms to leverage the operational capabilities, product development experience and regulatory oversight that have been established by ACSI Funds.

Exponential ETFs allows asset managers with differentiated approaches to investing to establish exchange-traded fund (ETF) offerings efficiently, while using a world class product management team and ETF industry best practices. The initial partner under the Exponential ETFs umbrella is Brandometry, the developer of the BrandTransact50 Index. The BrandTransact50 Index targets exposure in 50 publicly-traded companies that demonstrate a price discrepancy between share prices and the unrealized overall brand value. The two firms are anticipated to debut the Brand Value ETF on the New York Stock Exchange next week, trading under the ticker BVAL.

“Backed by 30 years of collective ETF industry experience, our team at Exponential ETFs offers select asset managers the capital markets infrastructure and expertise necessary to efficiently bring innovative ETF strategies to market,” says Phil Bak, ACSI Funds CEO. “Quantifying intangible assets is the next frontier in security valuation. We selected Brandometry as our inaugural partner because they have the expertise and ability to deliver on the thesis that brands have value that is not yet being realized in traditional portfolios.”

The firm launched the American Customer Satisfaction Core Alpha ETF (BATS: ACSI) in November 2016. The firm also filed with the SEC to launch a Reverse Cap Weighted U.S. ETF, another first to market concept.

About Exponential ETFs

Exponential ETFs offers exchange traded funds in partnership with select asset managers. These managers are chosen for their ability to utilize differentiated approaches to investing that provide superior results for Exponential ETF investors. Backed by over 30 years of ETF industry expertise, Exponential ETFs products are built and managed using the industry’s best practices, and are overseen by an experienced product management team and an industry leading capital markets infrastructure. Exponential ETFs is wholly owned by ACSI Funds.

About ACSI Funds

ACSI Funds is a boutique asset manager that creates investment products based upon proprietary customer satisfaction data from the nationally recognized American Customer Satisfaction Index (ACSI). The ACSI was created in 1994 by Dr. Claes Fornell, University of Michigan Professor Emeritus, and measures over 350 brands, engaging over 100,000 household customers each year to identify trends in customer satisfaction and provide benchmarking insights for companies, industry trade associates, and government agencies.

About Brandometry

Brandometry provides research for advisors and clients striving for alpha performance through knowing when to own leading brands. Brandometry™ has pioneered a new, non-traditional index based on

“Brand”. The BrandTransact 50[®] index identifies companies worthy of investment that share high growth potential and positive brand resonance. The Index uses a rules-based methodology to identify strong brands that maintain brand equity value not yet recognized.

