



**THEMATIC ETF PIONEER, RIZE ETF, HITS \$50 MILLION  
MARK 8 MONTHS AFTER LAUNCHING**

**London, UK – 19<sup>th</sup> October 2020** - Rize ETF, Europe's first specialist thematic ETF issuer, which launched in February 2020, has today reached \$50million in Assets Under Management (AUM) across its range of thematic ETFs.

Rize ETF came to market in February 2020 with the launch of the **Rize Cybersecurity and Data Privacy UCITS ETF (CYBR)** and the **Rize Medical Cannabis and Life Sciences UCITS ETF (FLWR)**. In September this year, they followed the initial launches with the **Rize Sustainable Future of Food UCITS ETF (FOOD)** and the **Rize Education Tech and Digital Learning UCITS ETF (LERN)**, both firsts of their kind in Europe.

Rize ETF was created in 2019 by co-founders Rahul Bhushan, Stuart Forbes, Anthony Martin and Jason Kennard. The team has over 35 years of combined ETF experience, previously having created and managed the UCITS ETF platform (known as "Canvas") at ETF Securities which was subsequently acquired by Legal & General Investment Management (LGIM) in March 2018.

Today, Rize ETF offers European investors a one-stop shop for thematic investing and with each ETF backed by a dedicated sector/theme expert, addresses a global shift in preference toward a more relatable, transparent and meaningful style of investing.

The company aims to achieve a balance between generating long-term returns and backing companies that are engendering the kind of future we want to live in.

Thematic investing has seen a surge in 2020, propelled further by COVID-19 and its associated 'WFH' and 'digitalisation' tailwinds. The Rize team believes that thematic investing will only garner much bigger interest and demand from here.

**Rahul Bhushan**, co-founder of Rize ETF comments: *"We have spotted an opportunity to truly address how the modern-day investor wants their capital to be mobilised; backing tomorrow's winners and industry game-changers - companies engendering meaningful change in the world. On the fund selection side, we have seen a recognition in the way these highly customised and targeted thematic portfolios can be used, not just to access long-term growth stories but also to address key global challenges. Sustainable Food and Digital Education are perfect examples of where these two objectives intersect. These ETFs are just the starting point for us."*

2020 has been a year of change and challenge. Nevertheless, the Rize team continues to look for catalysts in the real world that are manifesting themselves as long-term investable growth stories in publicly listed companies.

**Rahul Bhushan** continues: *"Our thinking has led us down the path of technology (e.g. Cybersecurity), healthcare (e.g. Medical Cannabis), demography (e.g. Digital Education) and even consumption (e.g. Sustainable Food). We will continue to let emerging trends guide us in the direction of the next big investable opportunities."*

Commenting on reaching the \$50 million mark, **David Barfoot**, Head of UK, Ireland and Channel Islands Distribution at Rize ETF says: *"To have hit \$50million in AUM during the global pandemic is extremely gratifying and we continue to go from strength-to-strength. We plan to develop and issue more ETFs next year, each aligned to further long-term themes as consumer demand and technologies develop."*

NEW RELEASE

\* Ends \*

**Capital at Risk Warning: An investment in the Fund(s) involves risks, including illiquidity, lack of dividends, loss of investment and dilution, and it should be done only as part of a diversified portfolio. The Funds may be registered or otherwise approved for distribution to the public in one or more European jurisdictions. Investors should continue to consider the terms of investment in any Fund (or Share Class thereof) carefully and seek professional investment advice before taking any decision to invest in such Fund (or Share Class thereof).**

### **About Rize ETF**

Rize ETF was founded in 2019 by Rahul Bhushan, Stuart Forbes, Anthony Martin and Jason Kennard. The team of proven ETF experts bring 30 years of combined ETF experience, having previously built and managed the ETF platform for Legal & General Investment Management (LGIM) that was acquired from ETF Securities in March 2018.

The team specialises in thematic investing and collaborating with specialists in new sectors/themes to make them investable early. They launched Europe's first Robotics ETF in 2014 and, the following year, Europe's first Cybersecurity ETF – each of which has attracted assets of over £1bn.

The Rize ETF team sees itself as appealing to a new generation of investors that have global perspectives and a less siloed approach to investing. Its focus on thematic ETFs will allow it to accelerate the launch of timely, relevant and accessible investment products.

Further information is available at <https://rizeetf.com>

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