

PRESS RELEASE

Pioneer from ETF to crypto: public imaging wins international contract for asset manager VanEck in Europe

Successful start to 2019: Effective immediately, the Hamburg-based PR agency public imaging will take over the communications of the US asset manager VanEck as lead agency. The new contract covers strategic and operational communication in Germany, Switzerland, the United Kingdom, Italy and the Netherlands. The asset manager specialises in passive and active investment solutions – and is considered a global pioneer in innovative investment classes.

Hamburg, 29 January 2019 – public imaging, a leading agency for financial, insurance and real estate communications, has added the global asset manager **VanEck** to its roster of customers, thereby further expanding its international portfolio.

VanEck manages global assets totalling approximately USD 47 billion and is one of the ten largest providers of ETFs in the USA. Its headquarters are in New York, with branches in Shanghai, Frankfurt/Main, Amsterdam, Madrid, Pfäffikon, Sydney and Tampa. The company was founded by John C. van Eck in 1955 and remains a family-owned business. In 2018, VanEck took over the Dutch ETF provider Think ETF Asset Management.

Pioneer in ETFs, emerging markets and gold investments

Since it was founded, VanEck has stood for intelligent, forward-looking investment strategies that make targeted use of attractive market opportunities. For example, the asset manager was one of the first to offer investors in the USA access to **global markets**. It has always aimed to identify new trends and investment classes – such as **gold investments (1968)**, **emerging markets (1993)** and **ETFs (2006)**. Today VanEck's product portfolio includes traditional, alternative and innovative investment fund solutions in various investment classes, including global and European shares and bonds, global real estate stocks, sustainable shares, and more specialised solutions for commodities, precious metals and emerging markets. "Our aim is to offer investors simple ways to make broad, cost-efficient investments in intelligent solutions," said Martijn Rozemuller, European Head of VanEck.

And in recent years, VanEck has also been involved in innovations that have decisively shaped the investment industry. Back in October 2017, VanEck's index subsidiary *MV Index Solutions* brought an innovative range of cryptocurrency indexes to market. It submitted one of the first applications for cryptocurrency ETFs in the USA to the SEC. VanEck is also active in the field of e-sports and video gaming.

Martijn Rozemuller: "We want to noticeably accelerate our growth in Europe. An international partner like public imaging can give us considerable support in that process – with its visionary understanding of PR, and data and topic-driven communication. Pioneering work and proximity to our customers are the common denominators that will help us achieve a successful long-term working relationship."

Janina Peters, Manager New Business at public imaging: "We are very pleased to be working with VanEck. As lead agency, we will work to achieve successful international placement of their core topics, measure and efficiently manage successes using our innovative PR tools and our CRM. We will also move into new areas of the financial world using every available modern communication channel. That creates huge potential for an innovative international player like VanEck."

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About public imaging Finanz-PR & Vertriebs GmbH

public imaging was founded by Managing Partner Peter Ehlers in 1996. Along with traditional and online PR, the Hamburg-based service provider offers a full range of services in the areas of content marketing, digital solutions, social media, film production, media planning and corporate media for the financial, insurance, and real estate sectors. Clients include AB, Edmond de Rothschild Asset Management, Robeco, Schrodgers, UBS Asset Management and Vanguard Asset Management. For further information visit: www.publicimaging.de

About VanEck

Since it was founded in 1955, VanEck has been driven by innovation, and is known for intelligent, forward-looking investment strategies. The asset manager currently manages assets totalling approximately USD 47 billion* worldwide, including ETFs, active funds and institutional accounts. With more than 70 ETFs globally, the investment company offers a comprehensive portfolio that spans numerous sectors, investment classes and smart beta strategies. VanEck was one of the first asset managers to offer investors access to global markets. It has always aimed to identify new trends and investment classes – such as gold investments (1968), emerging markets (1993) and ETFs (2006). These trends continue to shape the investment industry today. VanEck has its headquarters in New York City, with branches worldwide, including in Frankfurt (Germany), Madrid (Spain), Pfäffikon (Switzerland), Amsterdam (Netherlands), Sydney (Australia) and Shanghai (China). www.vaneck.com