

PRESS RELEASE

## **public imaging supports the branding of the global ETI platform iMaps Capital Markets**

**public imaging has won a new account in the Exchange Traded Instruments (ETI) sector: The Hamburg-based agency will take over PR work for the iMaps Capital Markets Group with immediate effect. The company, headquartered in Liechtenstein, is considered a specialist in structured and exchange-traded investment products for private and professional investors.**

**Hamburg, 1<sup>st</sup> of September 2021** – public imaging GmbH, Hamburg-based agency for financial communications, continues to expand its client base in the growth market of innovative capital investments and is now managing the brand development of iMaps Capital Markets - from classic PR to relevant content strategy to building reach in social media. Founded in 2016, iMaps Group has a team of experts focused on the launch of structured investment products and offers exchange-traded instruments for the retail market on its platform.

As an issuer of structured capital investment solutions based in Liechtenstein (iMaps ETI AG), iMaps Capital Markets has already structured products with a volume of over EUR 300 million and supported 30 emissions.

### **Investment in ETIs as easy as in shares and ETFs**

As a white label solution, iMaps' ETIs are tailored to the needs of independent asset managers and are "the better alternative to launching a mutual fund," explains iMaps founder and chairman Andreas Wöfl. Especially for volumes up to 20 million euros, a fund structure with long launch times, high operating costs and regulatory restrictions is not efficient, he said. "In contrast, the ETIs on the iMaps platform are issued in the shortest possible time, with minimal costs – and maximum security and flexibility," says Wöfl.

Whether long/short equity, global macro or digital assets – iMaps structures all liquid assets open to the private investor in the investment form of an asset manager certificate and brings them to the market. Product name and management fee are determined individually by the respective asset manager. Since 2020, selected ETIs have been traded on the Stuttgart Stock Exchange, Europe's largest exchange for securitized derivatives. "This means that purchasing them via a bank is just as easy as buying a share or an ETFs," explains Wöfl

"Our focused PR strategy is designed to make the added value of ETI's innovative solutions tangible for asset managers as issuers as well as private and professional investors," says iMaps board member Herbert Hakala. "Germany and Central Europe are core markets for the growth of our platform. With public imaging, we have found the right partner on board for our story's PR work. The agency shows how experience and innovative power are combined to create modern communication."

Arne Pflugrad, Managing Director at public imaging on the new PR contract: "We are looking forward to making the story of iMaps Capital Markets visible in the increasingly multi-layered media channels. Our client stands out from the competition in the capital markets with visionary investment solutions. In line with this is our understanding of contemporary communication – because with our own data and PR tools, we see ourselves as innovation drivers. We measure PR topics and target groups – and steer our clients specifically toward more visible relevance and reach."

**Media Contacts:**

Magda Lewinski / Jörg Brans  
public imaging GmbH  
+49 / (0)40 401 999 -331 / -31  
[magda.lewinski@publicimaging.de](mailto:magda.lewinski@publicimaging.de)  
[joerg.brans@publicimaging.de](mailto:joerg.brans@publicimaging.de)

**About public imaging GmbH**

public imaging was founded in 1996 by Peter Ehlers, managing partner. In addition to traditional and online PR, the Hamburg-based service provider offers full service in the areas of content marketing, digital solutions, social media, film productions, media planning and corporate media in the financial, insurance and real estate sectors. Its client base includes companies such as AllianceBernstein, BMO Global Asset Management, Credit Suisse Asset Management, Edmond de Rothschild Asset Management, HSBC Global Asset Management, Robeco, Schroders, UBS Asset Management and VanEck.

Further information at: [www.publicimaging.de](http://www.publicimaging.de).

**About iMaps Capital Markets**

iMaps ETI AG is an issuer of Exchange Traded Products (ETP) in the Principality of Liechtenstein with a focus on asset manager certificates in the form of Actively Managed Certificates. The iMaps Capital Markets Group focuses on providing asset managers with the platform to issue Exchange Traded Instruments (ETI) as a white label solution in order to map the respective investment strategy. The spectrum includes ETIs on traditional investments such as equities, derivatives and funds, as well as on digital assets as underlying assets. As a subgroup of exchange traded products, they are an interesting, fast-growing and cost-effective alternative to funds. Thanks to the approved securities prospectus of iMaps ETI AG, it is possible to offer ETIs publicly to private investors.

For more information, please visit: [www.imaps-capital.com](http://www.imaps-capital.com).