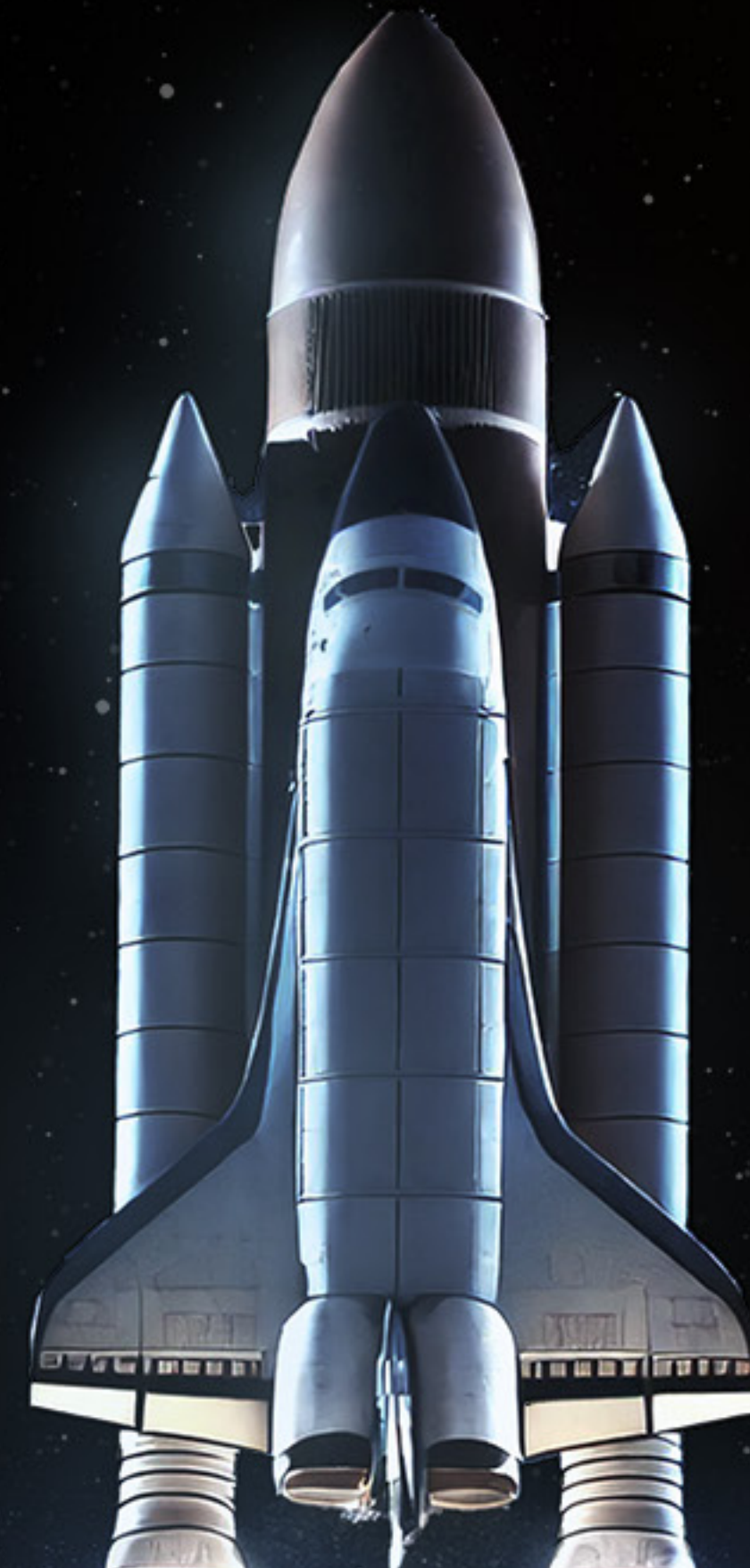


# ETP Launchpad

Bring your investment idea to life.



Leverage Shares

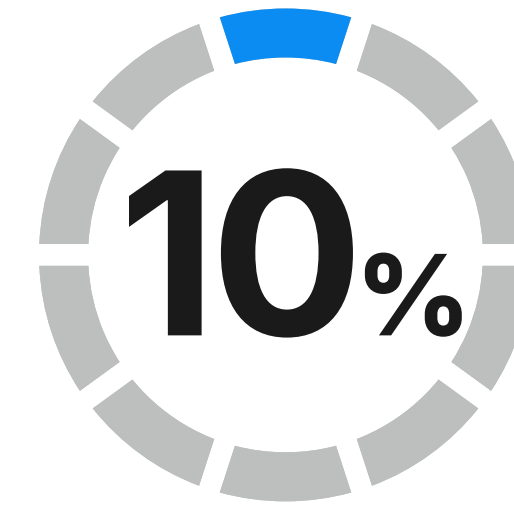
# Overview

Leverage Shares | White Label products

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# About Us

**150+**  
**ETPs**



of all ETPs listed on  
London Stock Exchange

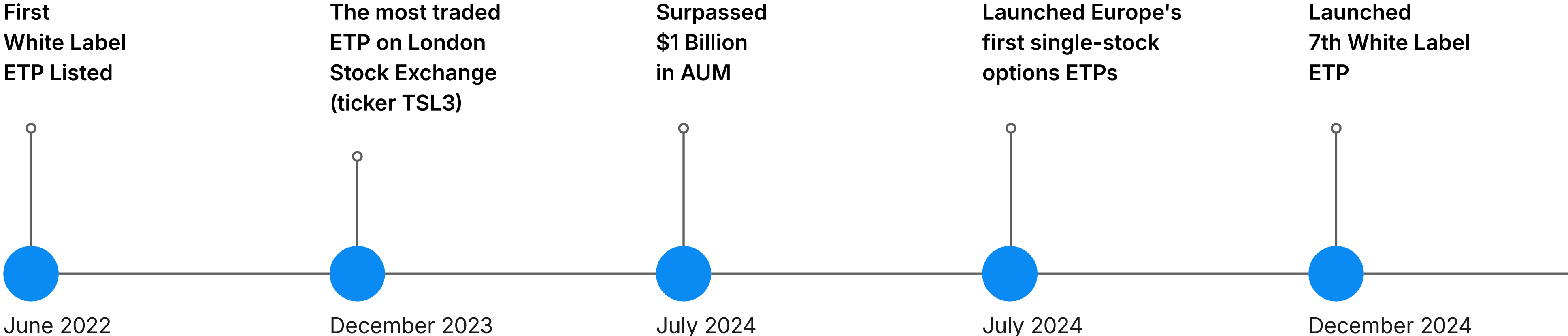


Listings on  
regulated exchanges



Most traded ETP  
in London

# About Us



# What is an ETP?

**Exchange-Traded Products (ETPs) are listed securities that allow investors to participate in the performance of the underlying index or strategy.**

The ETP wrapper can be used for:

- actively managed strategies
- passive index tracking

This places them in a sweet spot between traditional ETFs and actively managed certificates (AMCs).



## Exchange listed

Trades like any other stock or ETF



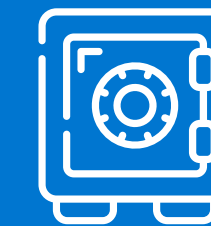
## Distribution

Access to retail and institutional investors in UK / Europe, Asia & beyond



## Cost

Low launch and ongoing costs



## Safety

SPV structure & physical replication eliminate bank issuer risk

# We Know ETPs

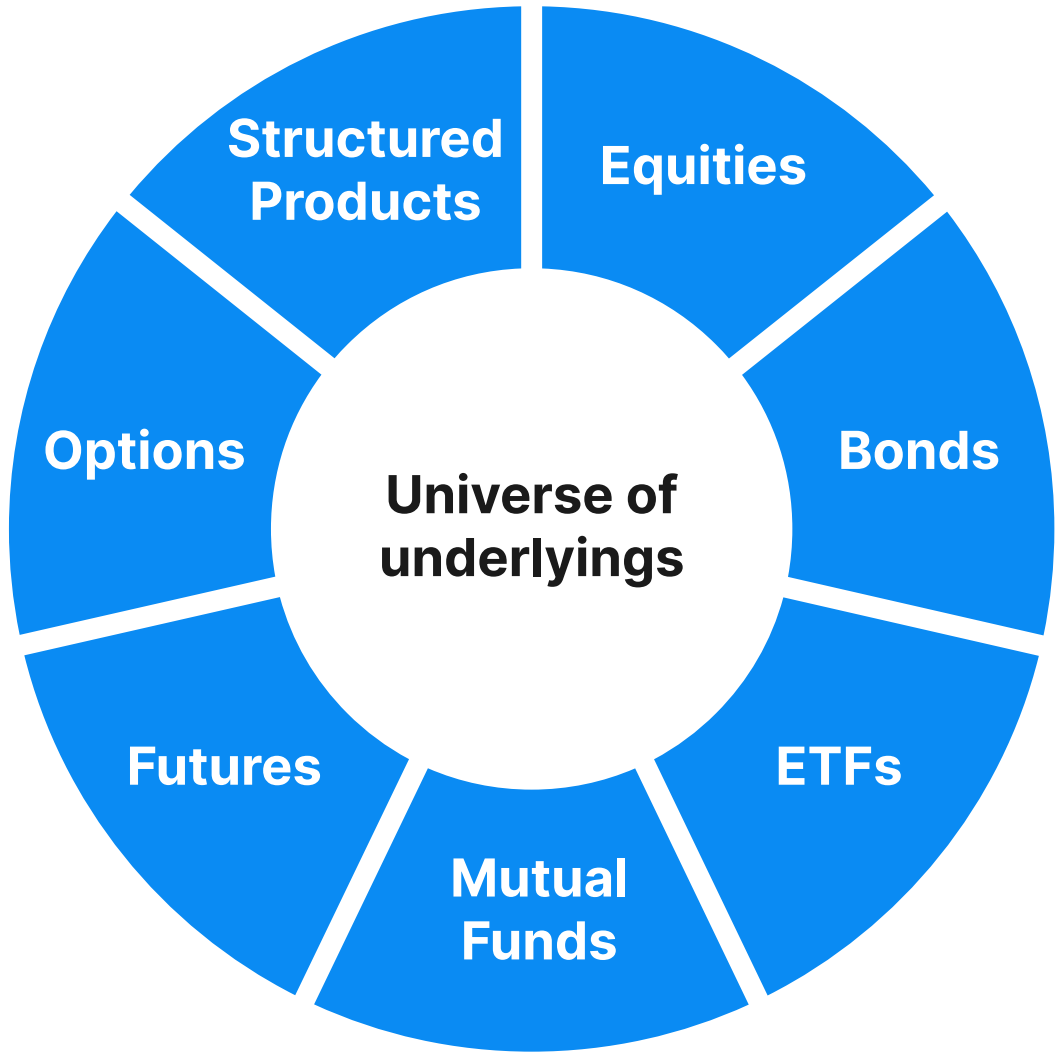
Let's build yours so the world can access your strategy.



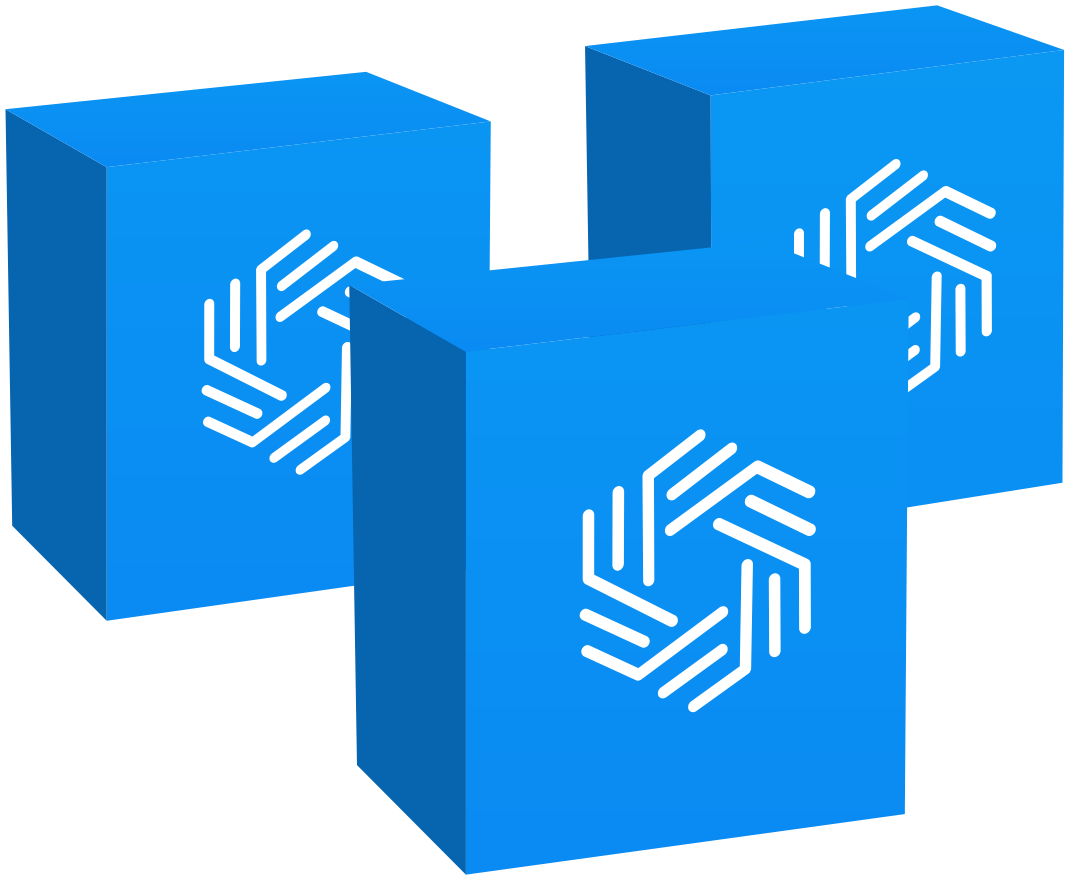
# White Label Solution

Use our infrastructure to launch your own ETP

**1** Choose from wide array of underlying securities



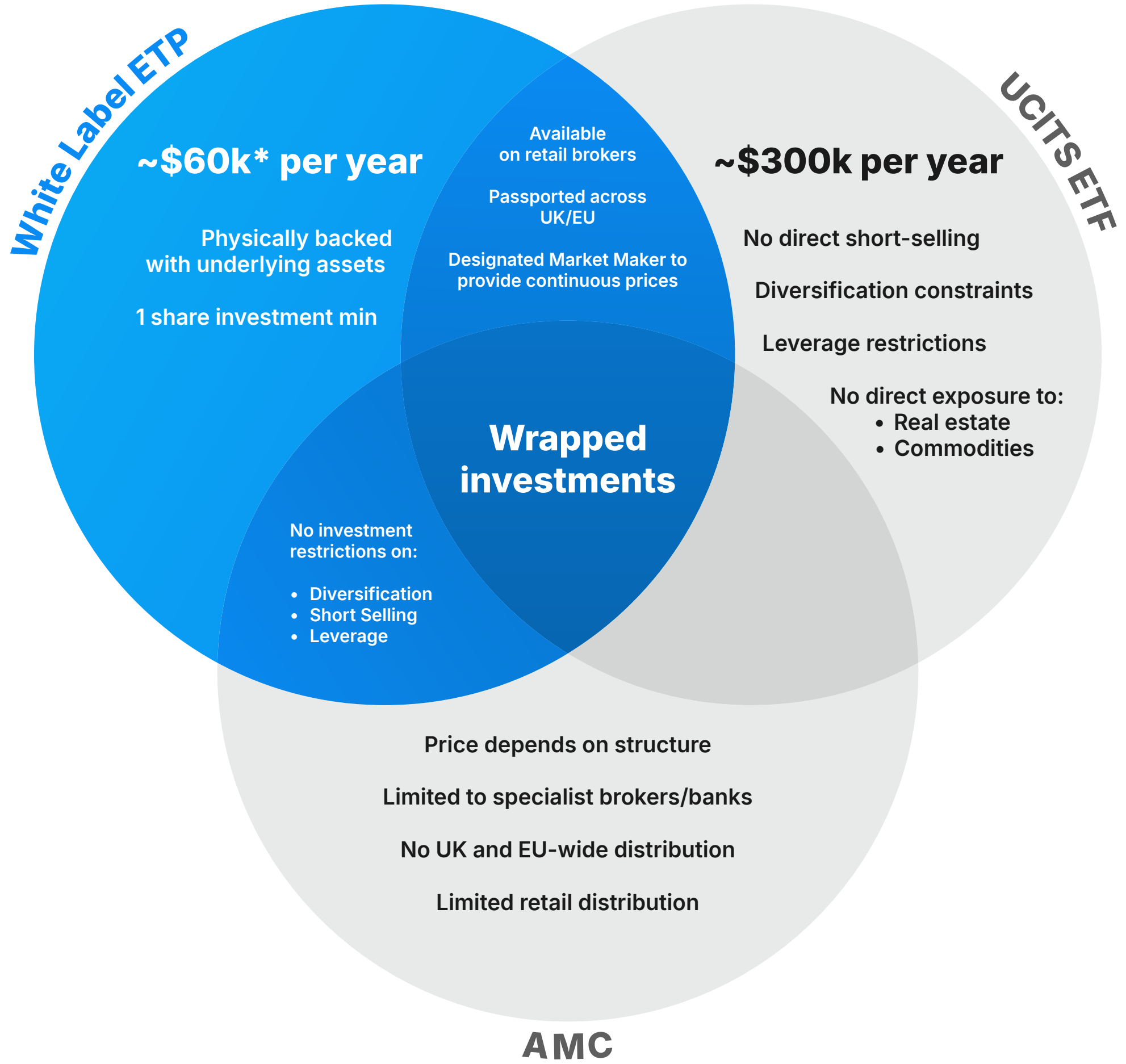
**2** We wrap your fund/strategy into an ETP



**3** ETP gets listed on main market of major exchange(s)

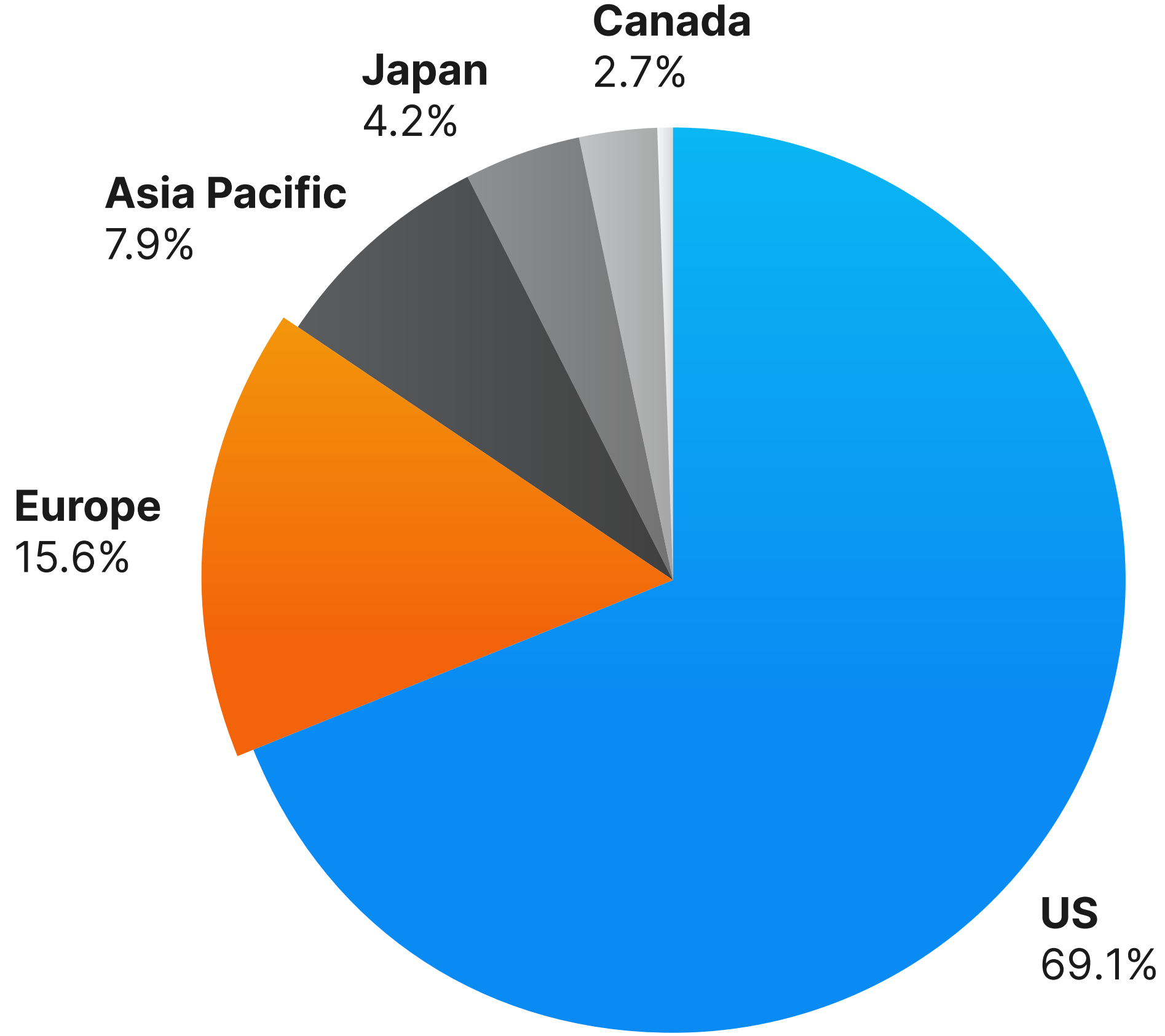


# The ETP Advantage



\*Represents the minimum annual fee, with a one-time setup cost of \$25k. Ongoing fees are the greater of \$60k per annum or a share of basis points on AUM. A minimum seed capital expectation of \$3M applies.

# The Global ETP/ETF market



**US \$14.5 trillion**

assets invested in **global** ETF/ETPs

**US \$2.3 trillion**

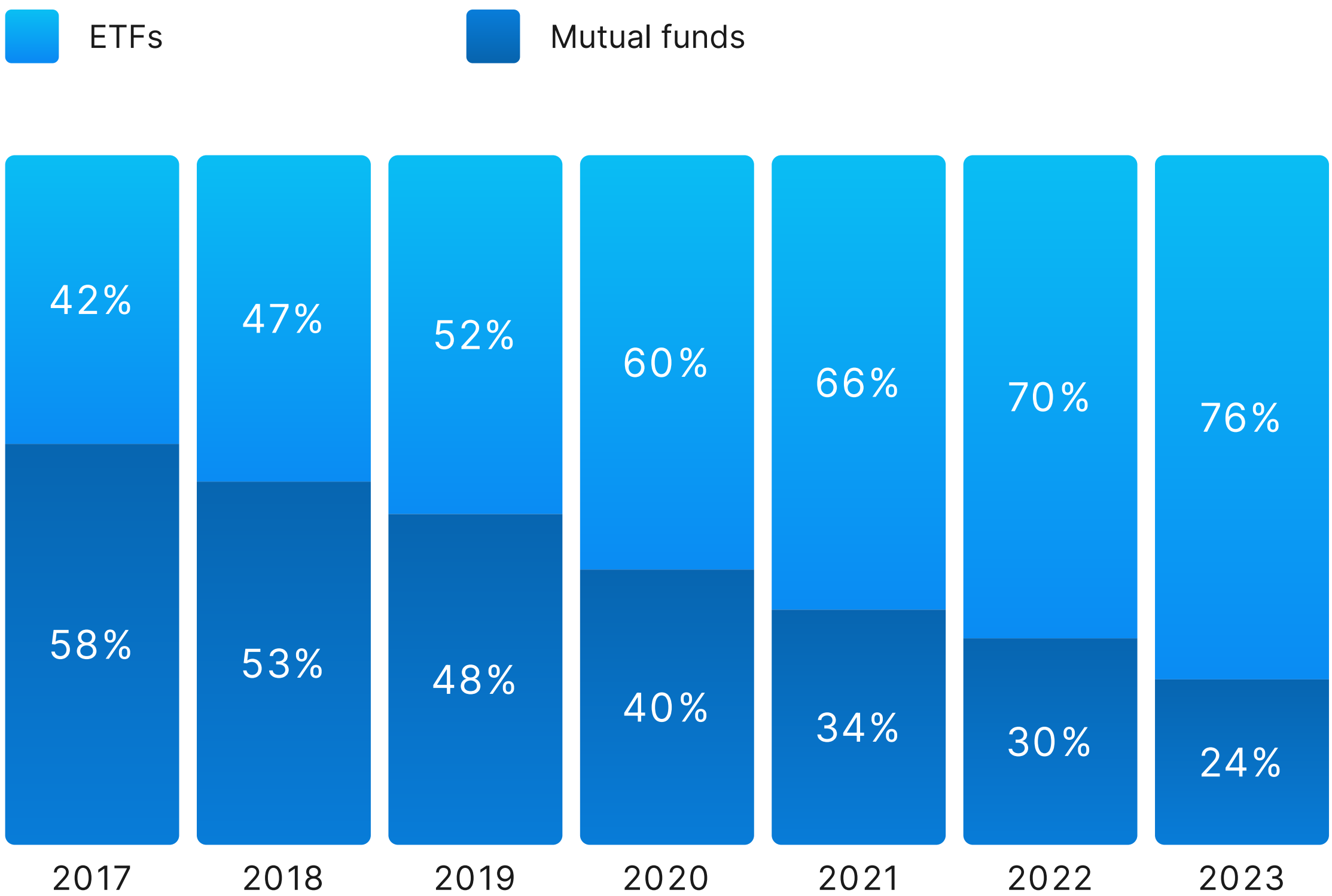
assets invested in **European** ETF/ETPs

Source: ETFGI, as of September 2024

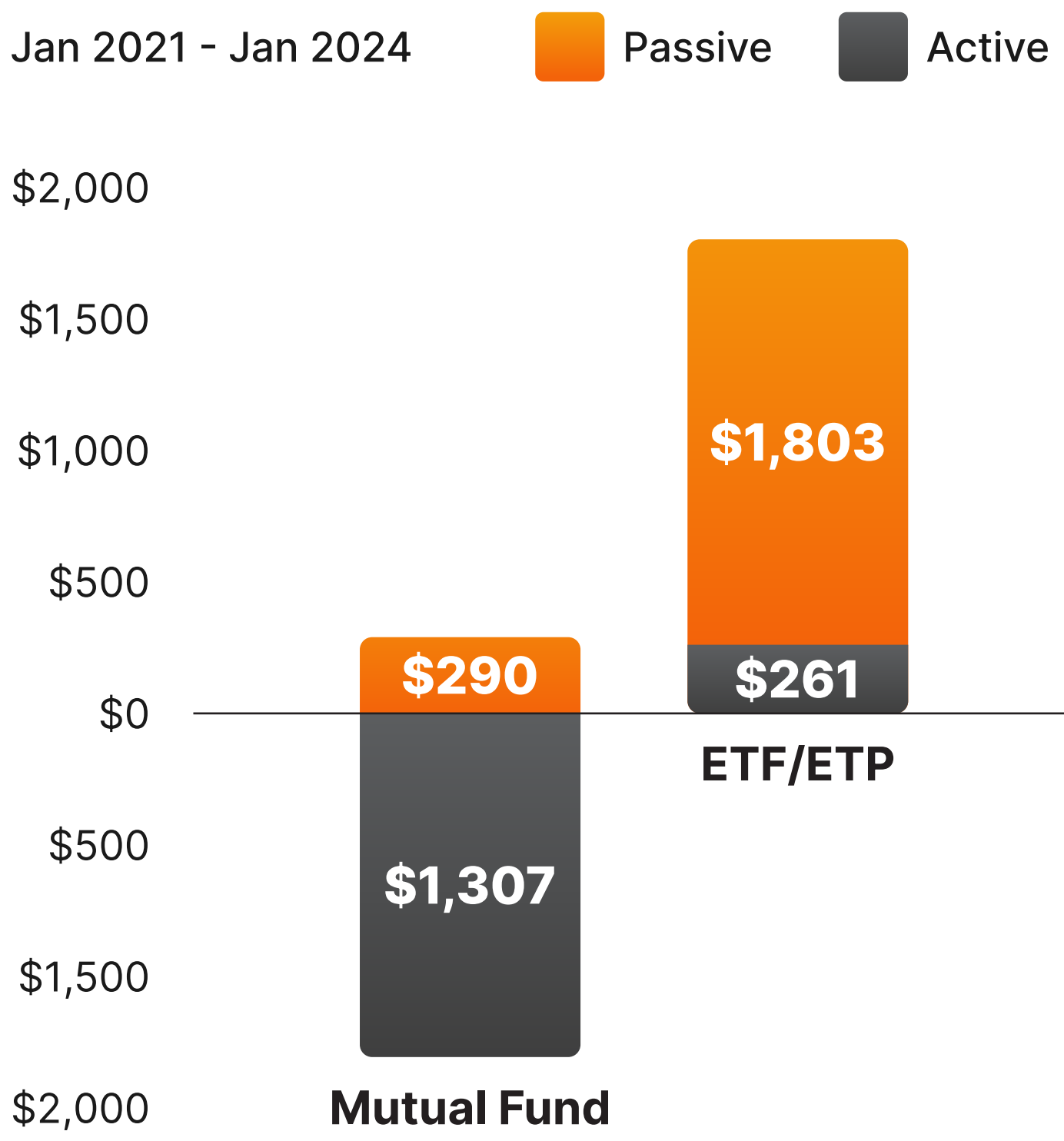
# Do asset managers need an ETP?

Data says "YES"

## New fund launches



## Cumulative flows, \$B



Source: 2023 Morningstar, Oliver Wyman research and analysis, based on US data

# Market trends overview within the EU & US

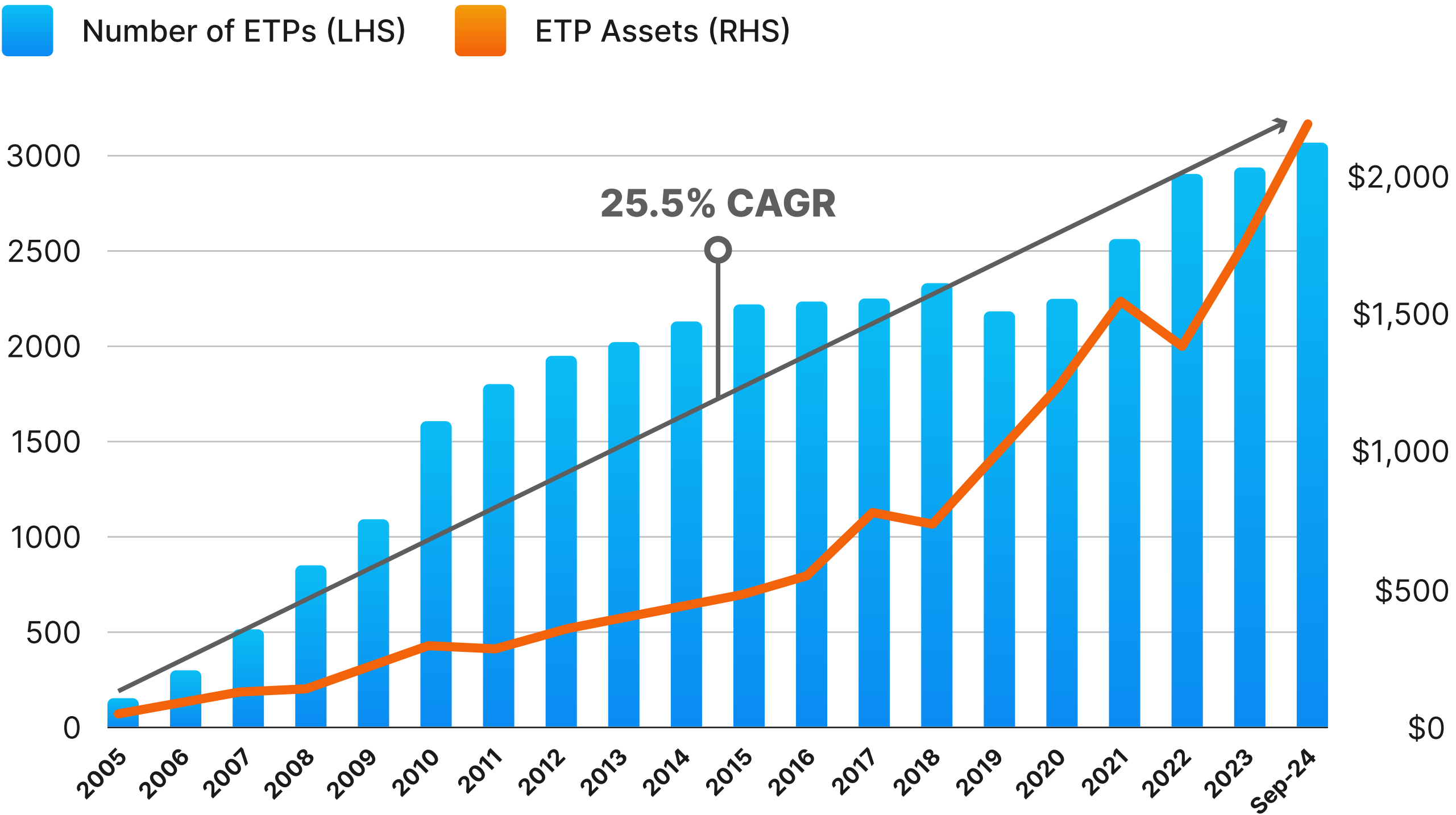
#	Trend	Perspectives	EU	US
1	Retail investor preferences for ETFs	Retail investor demand for ETFs is set to grow, especially in Europe, where the market remains underpenetrated.		
2	Cost awareness	Cost-sensitive retail investors favor ETFs for their cost advantages, driving market growth in Europe and the US.		
3	Tax benefits	ETFs' tax advantages over mutual funds in the US will continue to drive adoption, while tax benefits in Europe vary by jurisdiction (e.g., US/Ireland treaty).		

Source: Oliver Wyman research and analysis

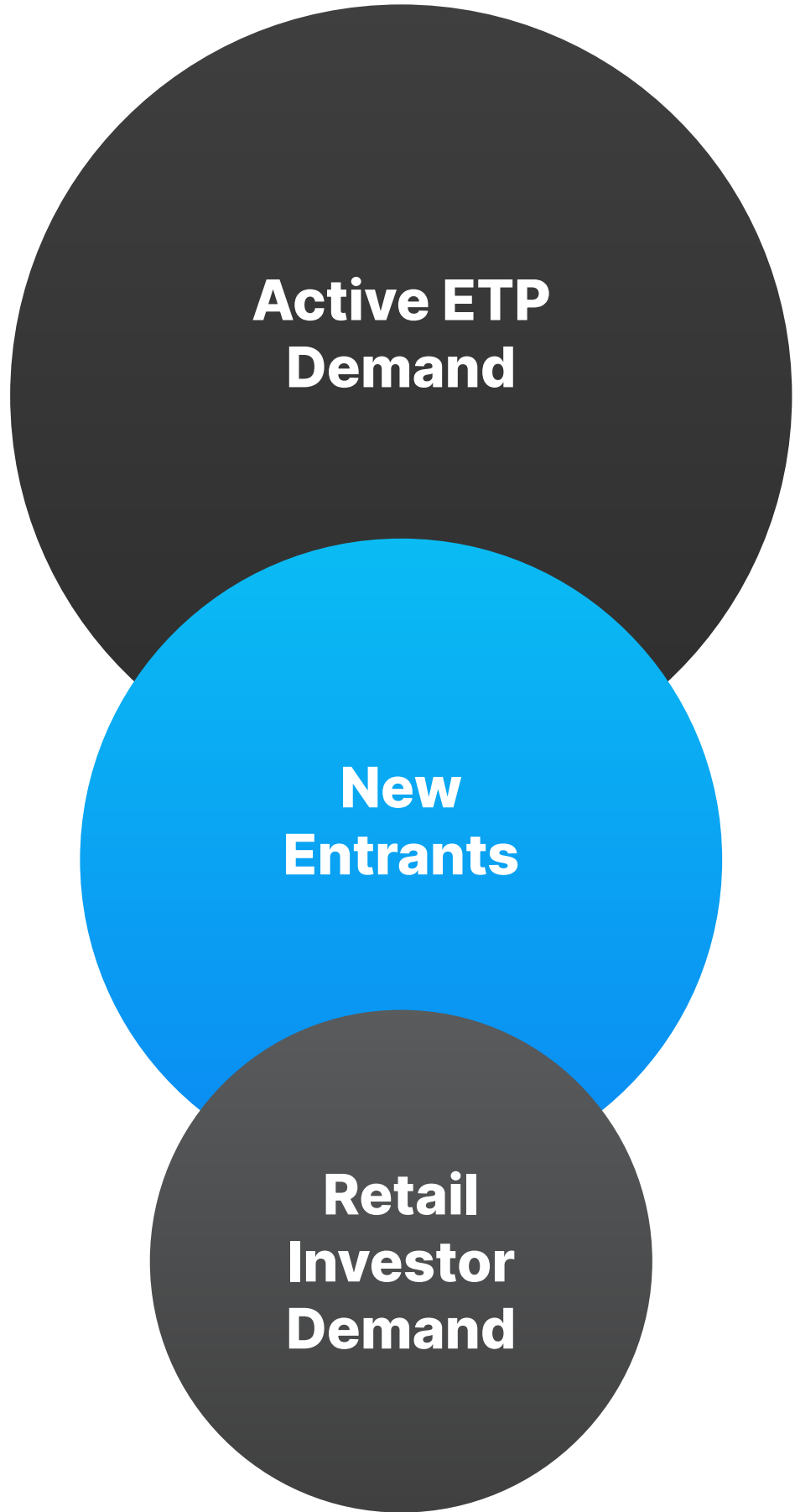
 Very Positive
  Moderately Positive
  Neutral

# Zooming in on Europe

European domiciled ETP industry  
AUM (\$B) and # of ETPs



Source: ETFGI, as of September 2024



# How to capitalize on the ETP opportunity

## 1 Buy existing platform

✗ Costly

✓ Quick

## 2 Build in-house

✗ Regulatory burden

✗ Lengthy

✗ Costly

✓ Tailored

## 3 Partner with WL Provider

✗ Revenue sharing

✓ Cost-efficient

✓ Tailored

✓ Flexible

✓ Quick

# Be where investors are

Global access to your strategy

ETPs are passported across UK & Europe  
and accessed globally via major brokers and banks



# Distribution

Help your strategy reach far and wide

Institutional investors have the firepower to access complex products all around the world.

**We help unlock that same access for retail investors.**



## Full documentation preparation & maintenance

- ✓ Key Information Documents
- ✓ Unique product page
- ✓ Base prospectus
- ✓ Fact sheets
- ✓ Final terms
- ✓ EMT



## Passported Countries

- ✓ United Kingdom
- ✓ Netherlands
- ✓ Germany
- ✓ Belgium
- ✓ Poland
- ✓ Ireland
- ✓ France
- ✓ Spain
- ✓ Italy

# Varying challenges, one solution

Current structure	Challenge	ETP Solution
Mutual fund	<ul style="list-style-type: none"> <li>• No intraday liquidity</li> <li>• KYC / operational burden</li> </ul>	<ul style="list-style-type: none"> <li>• On-exchange trading</li> <li>• KYC done by brokers</li> </ul>
Hedge fund	<ul style="list-style-type: none"> <li>• High investment minimum</li> <li>• Restricted to accredited investors</li> </ul>	<ul style="list-style-type: none"> <li>• Trade from 1 share (c. \$10)</li> <li>• Accessible by retail investors across UK/EU &amp; Asia</li> </ul>
US domiciled ETF	<ul style="list-style-type: none"> <li>• Unavailable to non-professional EU/UK investors</li> <li>• 30% dividend withholding tax</li> </ul>	<ul style="list-style-type: none"> <li>• Accessible by non-professional investors</li> <li>• 15% dividend withholding tax*</li> </ul>
Actively Managed Certificate (AMC)	<ul style="list-style-type: none"> <li>• Lack of EU-wide and UK access</li> <li>• Bought via specialist banks/brokers</li> </ul>	<ul style="list-style-type: none"> <li>• Passport across the UK and EU</li> <li>• Bought via major brokers</li> </ul>
UCITS ETF	<ul style="list-style-type: none"> <li>• Leverage and shorting restrictions</li> <li>• Breakeven AUM &gt;\$50M</li> </ul>	<ul style="list-style-type: none"> <li>• Can accommodate leveraged and short positions</li> <li>• Breakeven AUM &lt;\$5M</li> </ul>

\*Based on US-Ireland treaty

# Full Transparency

Exchange-Traded Products (ETPs) are listed securities that allow investors to participate in the performance of the underlying index or strategy.

- ✓ Bloomberg ticker
- ✓ Exchange ticker
- ✓ Unique ISIN
- ✓ Reuters RIC



## Data Providers

**Bloomberg**

**[WM] DATENSERVICE**

**Broadridge®**

**FE fundinfo**

**SIX**

**trackinsight**

**etfbook**

**IHS Markit®**

**ICE DATA SERVICES™**

**MORNINGSTAR®**

## Media & Press Coverage

**ETF  
STREAM**

**Bloomberg**

**etfexpress**

**SRP**

**REUTERS**

**ThinkAdvisor**

**MarketWatch**

**ARRO  
FINANCIAL COMMUNICATIONS**

**INVESTMENT  
WEEK**

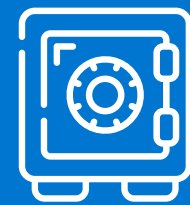
**CNBC**

**ETF STRATEGY**

**yahoo!  
finance**

# Product safety: Standard with your ETP

Say no to bank credit risk



SPV structure segregates assets, which are ring fenced. Security granted over assets to third party trustee for the benefit of investors.

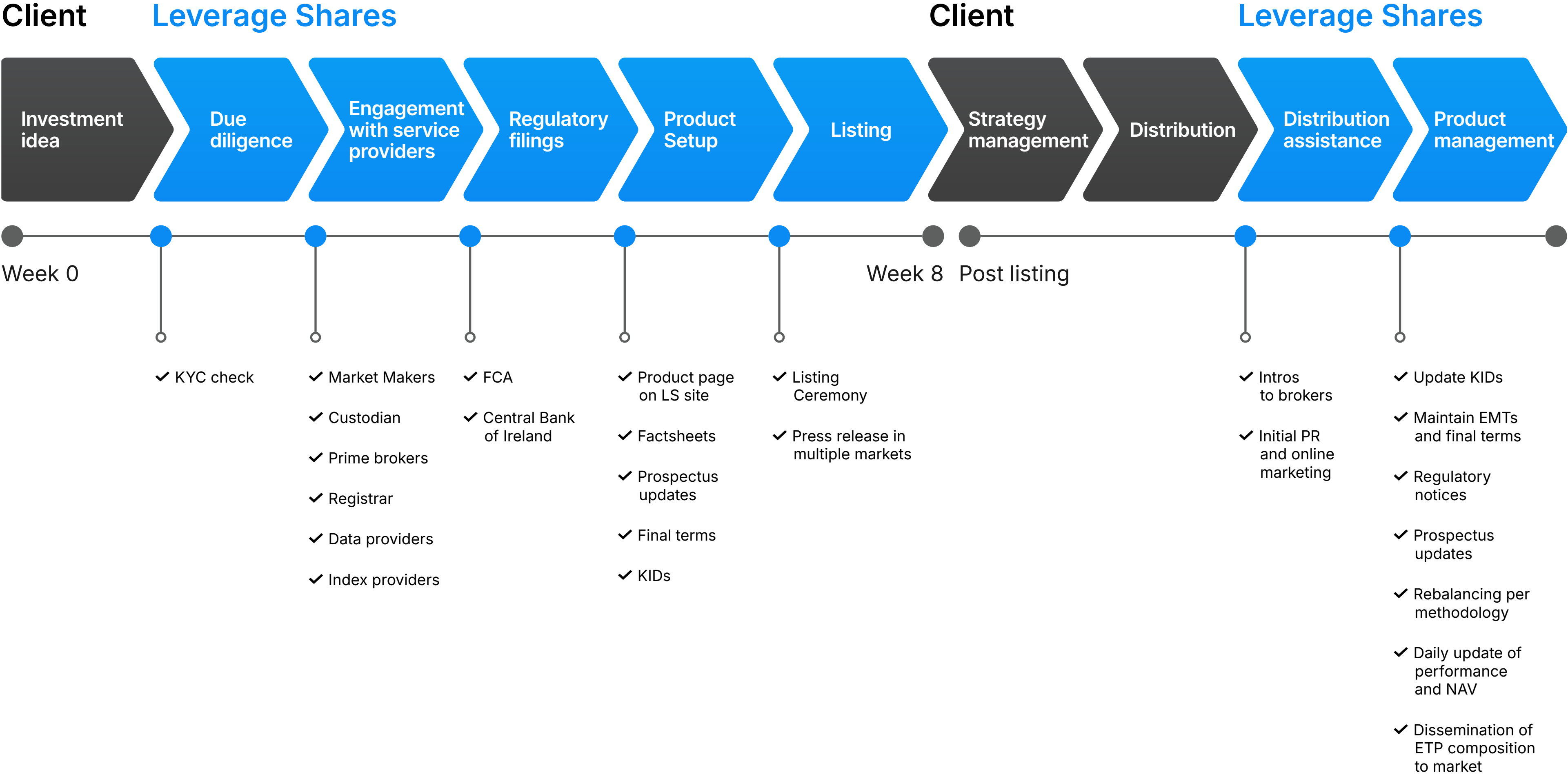


All ETPs are 100% backed with the underlying instruments. No swaps. No derivatives.

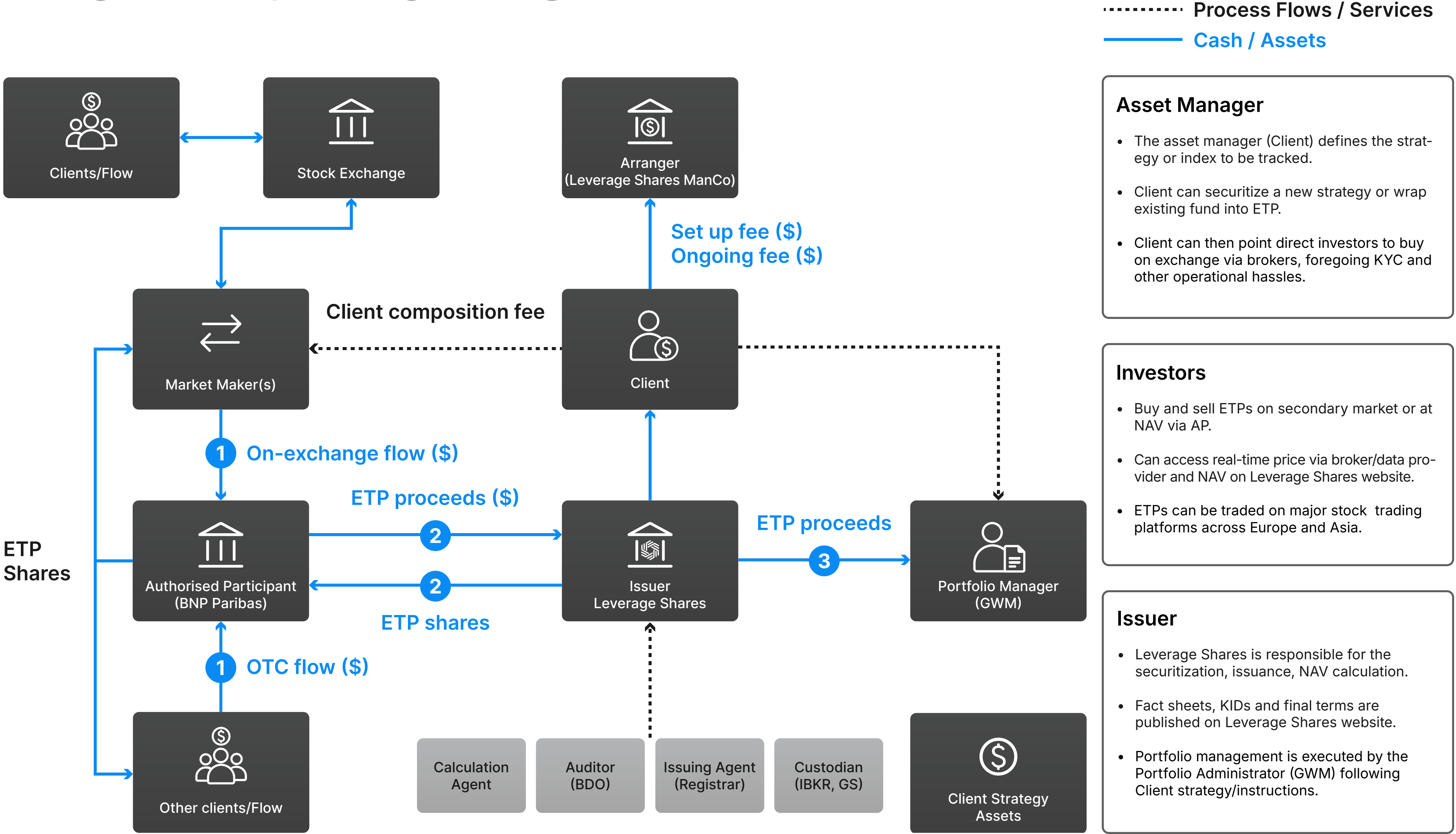


Prospectuses reviewed by the FCA and Central Bank of Ireland

# Engagement Lifecycle



# How it works

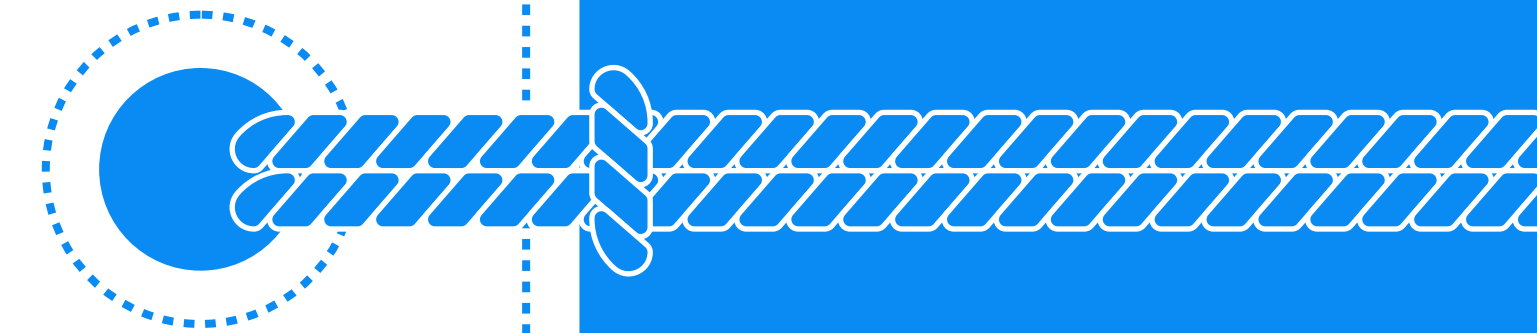


# In Summary

## White Labelled ETP

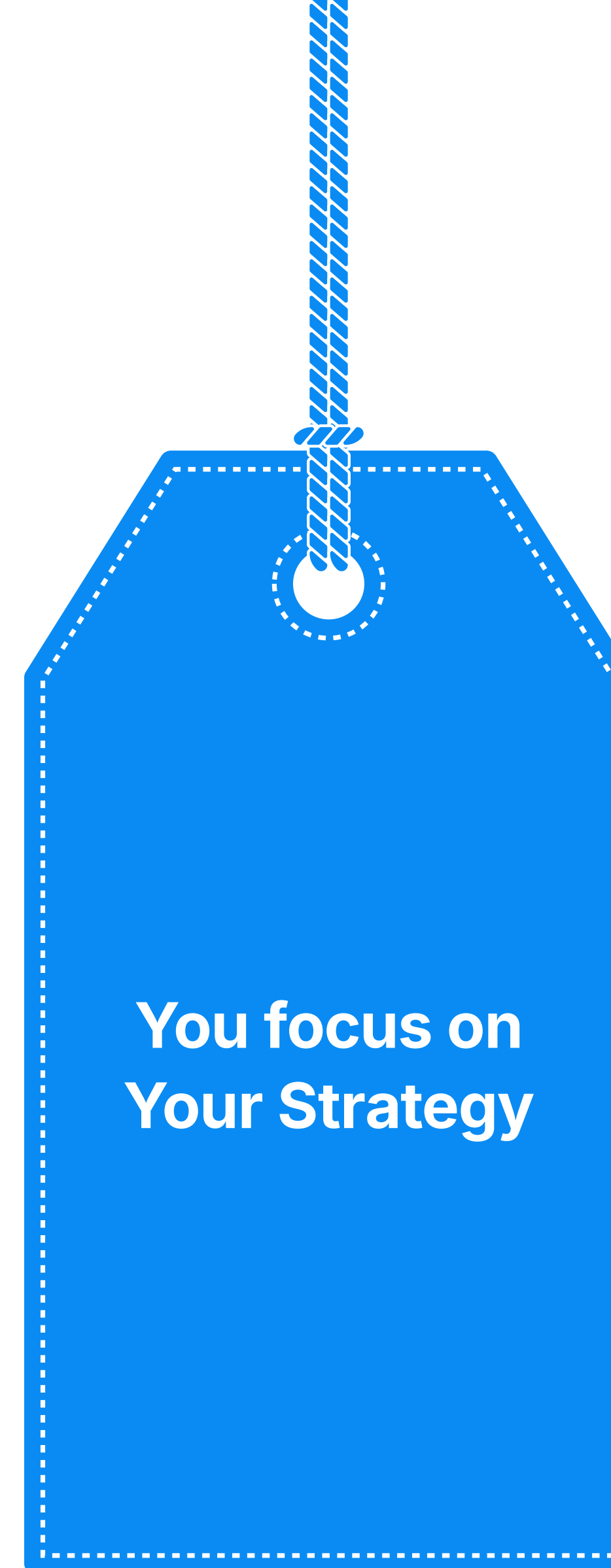
Your brand, your strategy, your product

- ✓ **Multiple currencies**  
ETPs can be listed in USD, GBP, EUR or other currencies
- ✓ **UCITS - eligible**  
Can be purchased by other UCITS-compliant funds and retail investors
- ✓ **Access**  
Trade on the main market of major UK/European exchanges
- ✓ **Cost**  
Launch at a fraction of the cost of building in-house or partnering with a UCITS ETF provider



## We do the heavy lifting

- ✓ Reporting & Portfolio composition
- ✓ Corporate actions
- ✓ Currency conversions
- ✓ Trading & rebalancing
- ✓ Exchange listing
- ✓ Passporting UK & EU
- ✓ Regulatory reporting
- ✓ Marketing & PR



# Preferred Providers

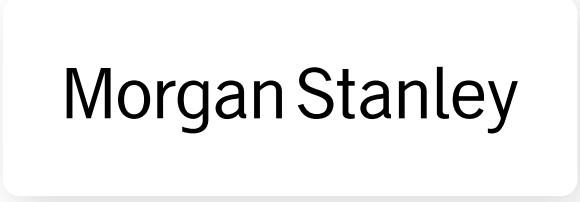
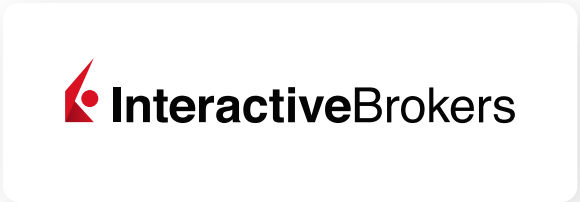
## TRUSTEE



## REGISTRAR



## PRIME BROKER & CUSTODIAN



## MARKET MAKERS



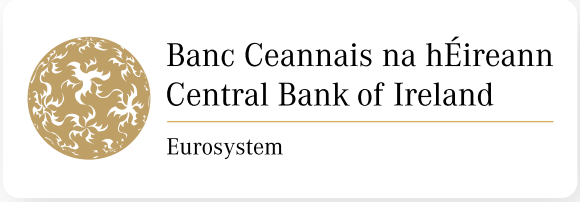
## EXCHANGE



## INDEX PROVIDERS



## REGULATOR



## LEGAL



## AUDITORS



# Frequently Asked Questions

## 1 On which exchanges can I list my fund/strategy?

London Stock Exchange, Euronext Amsterdam, Borsa Italiana, Börse Frankfurt.

## 2 Can I wrap a long/short strategy into an ETP?

Yes. ETP structure can accommodate both leveraged and short positions.

## 3 Can I run an actively managed strategy?

Yes, ETPs can be both active and passive (index-tracking).

## 4 Can I charge a performance fee?

Yes.

## 5 What does the annual fee charged by Leverage Shares include?

The fees are mainly passthrough costs charged by service providers, market makers and listing venues.

## 6 What is the minimum size required?

Depends on the complexity of the investment strategy. Recommended minimum AUM for plain vanilla is \$5M.

## 7 Who does the trading and what is the max trading frequency?

Trading is executed by the portfolio manager (GWM) using our primer brokers. LS ETPs can accommodate execution/trading frequency of once to twice a day (depending on underlying asset classes).

## 8 Is there counterparty risk associated with Leverage Shares ETPs?

Leverage Shares ETPs are structured to minimize counterparty risk.

This is done by:

- Issuing from bankruptcy-remote, orphan Special Purpose Vehicles (SPVs).
- Fully collateralizing them on the assets that replicate the strategy.

# Reach out to a representative today.

It's time for the world to hear about your strategy.




This content is intended for institutional investors only.

The acceptance of any white label partner is subject to the conduct of due diligence and is subject to all relevant regulatory requirements. The creation of all Leverage Shares white label ETPs are subject to all relevant regulatory requirements and the receipt of relevant consents and licenses. Leverage Shares white label ETPs may not be available in your market or suitable for you. The content of this document does not contain investment advice nor an offer for sale nor solicitation of an offer to buy any product or make any investment.



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