



## Europe's first "white label" ETF platform launched by co-founders of ETF Securities and Boost

**London, August 14<sup>th</sup> 2017** – ETF entrepreneurs Hector McNeil and Nik Bienkowski are aiming to disrupt the European ETF market with the launch of Europe's first "white label" UCITS ETF platform.

HANetf is designed to provide a one-stop-shop for asset managers who want to enter the European UCITS ETF market without having to establish a full services business.

It is aiming to disrupt the market by lowering the barriers to entry for asset managers through an innovative platform, which provides services including product development, compliance, capital markets, sales, marketing and distribution.

Europe is currently the second largest ETF market in the world, behind the United States, with just under \$700bn of assets under management.<sup>1</sup>

McNeil and Bienkowski, who combined have around 50 years' financial services experience, are the only management team to establish two successful European ETF ventures - ETF Securities and Boost ETP (which later became WisdomTree Europe) - from start up to exit.

HANetf is in the process of completing a seed funding raise in order to expedite the growth of the business.

**Nik Bienkowski, Co-CEO at HANetf, said:** *"We are incredibly excited about establishing HANetf. We passionately believe ETFs are the future of investment and still have a huge amount of growth ahead of them in Europe. By establishing Europe's first "white label" business we will massively lower the barriers to entry for all asset managers who may look to issue any range of ETFs."*

*"Every asset managers should have an ETF strategy, yet they do not necessarily want to deal with the cost and burden of setting up a full services European ETF operation, and we feel we are uniquely positioned to utilise our experience within the ETF industry to enable others to enter the market."*

**Hector McNeil, Co-CEO at HANetf, added:** *"There is a powerful trend towards ETFs in Europe and asset managers will need to be able to issue passive, smart beta and*

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<sup>1</sup> Source: ETFGI

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*ultimately active investment strategies in a timely and efficient manner to take advantage of this demand.”*

*“We believe we have a unique offering in Europe and we want to help any companies who may have thought the road to market too costly, time consuming or management intensive to issue ETFs under their own efforts.”*

## Ends

If you want any more information regarding HANetf please contact:

Nick Paler, Senior Consultant, MRM: [nick.paler@mrm-london.com](mailto:nick.paler@mrm-london.com) / 020 3326 9915

Gregor Dickie, Consultant, MRM: [gregor.dickie@mrm-london.com](mailto:gregor.dickie@mrm-london.com) / 020 3326 9918

Hector McNeil, Co-CEO, HANetf: [hector.mcneil@hanetf.com](mailto:hector.mcneil@hanetf.com) / 07961346113

Nik Bienkowski, Co-CEO, HANetf: [nik.bienkowski@hanetf.com](mailto:nik.bienkowski@hanetf.com) / 07709 534 945

## Notes to editors

### Hector McNeil

Joined ETF Securities in 2006 as Joint Managing Partner Instrumental in starting Susquehanna's ETF desk in Europe Founded BoostETP – now WisdomTree Europe – in 2011 BA in Economics and MBA from Warwick Business School Fellow of the Securities Institute

### Nik Bienkowski

Helped found ETF Securities in 2005

Founded BoostETP – now WisdomTree Europe – in 2011

Part of team which created world's first Exchange Traded Commodity in 2003 (Gold Bullion Securities)

Commerce degree (Finance Honours) from Melbourne University Chartered

Financial Analyst (CFA)