ETHEREUM ETNs ATTRACT $10MM+ AUM IN FIRST WEEK ON NASDAQ - COINSHARES RESEARCH LAUNCHING FULL-TIME COVERAGE TO SUPPORT NEW WAVE OF INVESTORS

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ST. HELIER, CHANNEL ISLANDS, OCTOBER 18, 2017 – Ether Tracker One and Ether Tracker Euro just crossed $10MM in assets under management (AUM) a week after beginning trading on Nasdaq Stockholm.

“When the group’s bitcoin ETNs – which are now at $330MM in AUM - launched in 2015, it took one year to attract the initial $10MM in AUM. The Ether Trackers achieved that in less than a week. Initial demand for the Ether ETN from investors of all types has been exceptional, driving substantial volume for an un-seeded ETN; especially one in an emerging asset class. The community that was demanding the product has shown up in full force; and now, the community has a new request – research,” says Ryan Radloff, Principal at CoinShares.

In an effort to service this new wave of investors who are requesting professional asset research, CoinShares Research is launching analyst coverage on Ethereum and its native token, ether.

Announced today, CoinShares Research will serve the CoinShares’ family of investors with the first full-time research team dedicated to delivering market-leading insight into the top 5 crypto-assets; and coverage is beginning with ether.

“When we looked around at the available research in crypto to date, it either revolved strongly around bitcoin, or took a generalist approach to ‘the next biggest crypto-assets.’ While seminal work has been done on bitcoin as an asset – the same could not be said for ether. With this asset highlight, we aim to rectify that situation,” says Ryan Raldoff, Principal at CoinShares.

Launched today, the inaugural Ether Asset Highlight provides an overview of the current state of Ethereum combined with an assessment of key drivers behind long-term utility and speculative value of the ether token. The initial coverage also looks at ether’s performance relative to other more traditional asset classes as well as bitcoin.

“We took a specific approach and laid out the foundational pillars to understanding ether as an asset, work which we intend to build on in analyses to come. What you’ll find in this research coverage is a pragmatic discussion with a simple valuation approach to consider. You won’t find flashy price targets, and a bunch of marketing,” says Christopher Bendiksen, Head of Research at CoinShares.

CoinShares as a platform is home to crypto-currency’s only multi-strategy offering of investment vehicles; a family which now represents more than $350MM in crypto-assets under management.

“We are excited to bring CoinShares Research to life as we begin to support the needs of the next wave of crypto investors. Now that we have a team covering ether, bitcoin and a few others on a full-time basis, expect more great coverage to come soon,” says Ryan Radloff, Principal at CoinShares.

CoinShares serves a global investor base seeking to invest in the emerging digital asset market(s) with a family of products which offer exposure to bitcoin and other emerging digital currencies/assets. CoinShares represents GABI - the first regulated bitcoin fund in the world; Bitcoin Tracker One (and Bitcoin Tracker Euro) and Ether Tracker One (and Ether Tracker Euro) the first exchange traded bitcoin and ether products, globally; and CoinShares Fund 1 - the first fund denominated in cryptocurrency (ETH). CoinShares is backed by a team with deep experience in Exchange Traded Products, Hedge Funds, Commodities, FX, Market Making and both active and passive investment in frontier markets. For more information on CoinShares, please see the factsheet at coinshares.co.uk or Fitch Carrere | fitch@coinshares.co.uk

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