

Inside Samsung Asset Management's Metaverse Play

The “metaverse,” a centralized virtual world parallel to reality, has become a buzzword in recent months. To tap into the potential of the future, investors are looking for the most effective investment ideas. As a pioneer in the market, Samsung Asset Management introduced the first actively managed local metaverse-themed ETF in November 2021. Now, it has followed up with the launch of the first ETF that tracks U.S.-listed companies involved in the metaverse theme.

THE METAVERSE

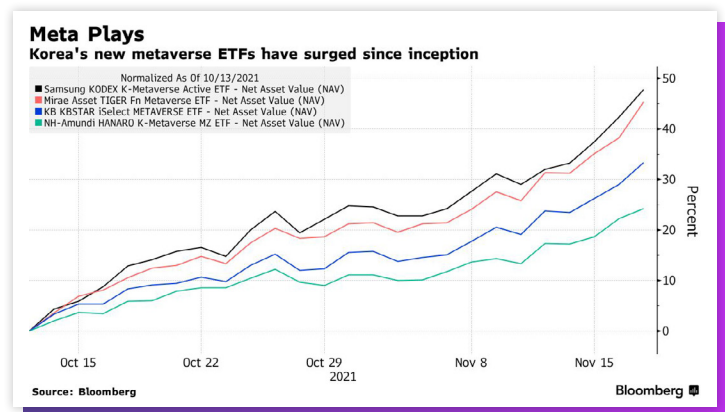
The metaverse is a collective virtual shared space created by the conversions of virtually enhanced physical reality and physically persistent virtual space, including the virtual world, augmented and mixed reality, as well as the internet.

According to Bloomberg, Korea is the fastest-growing metaverse ETF market globally, reaching USD100 million in assets in just two weeks (as of November 17, 2021), and the flows were driven mainly by retail.

THE NASDAQ YEWNO METAVERSE INDEX AND THE SAMSUNG ACTIVE ETF BENCHMARKED TO IT

To address this growing demand for investment vehicles focused on the metaverse, Samsung Asset Management launched the Samsung KODEX US Metaverse Nasdaq Active ETF on December 22, 2021. The ETF is benchmarked to the Nasdaq Yewno Metaverse Index (NYMETA). The index launched on August 25, 2021, and tracks the performance of U.S.-listed companies selected based on proprietary data for virtual reality and augmented reality, aggregated by Yewno, which sources news and patent data.

“We are pleased to work with Nasdaq on the launch of Korea’s first U.S. Metaverse ETF. We work very closely with Nasdaq on many innovative ETF launches, including the most recent leverage and inverse ETFs,” said Jaewook Chung, Head of the ETF Team of Samsung Asset Management. “We look forward to working with Nasdaq even more closely going forward to support us in bringing the global opportunities to the investors in Korea.”



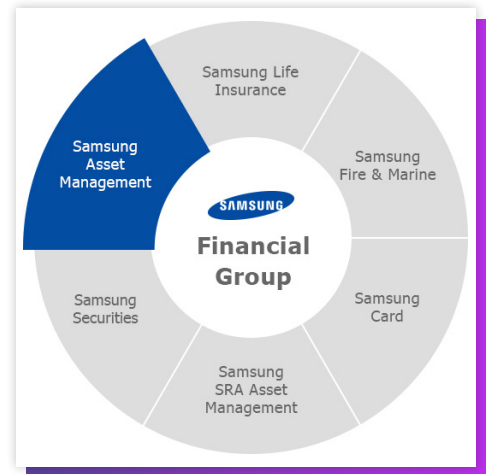
SAMSUNG ASSET MANAGEMENT & ITS INNOVATIVE OFFERINGS

The Samsung KODEX US Metaverse Nasdaq Active ETF (KOREA: 411420), benchmarked to the Nasdaq Yewno Metaverse Index, is the latest innovative offering from Samsung Asset Management. Established in 1998, Samsung Asset Management, the core investment management arm of Samsung Group, manages assets of more than USD250 billion (as of November 30).

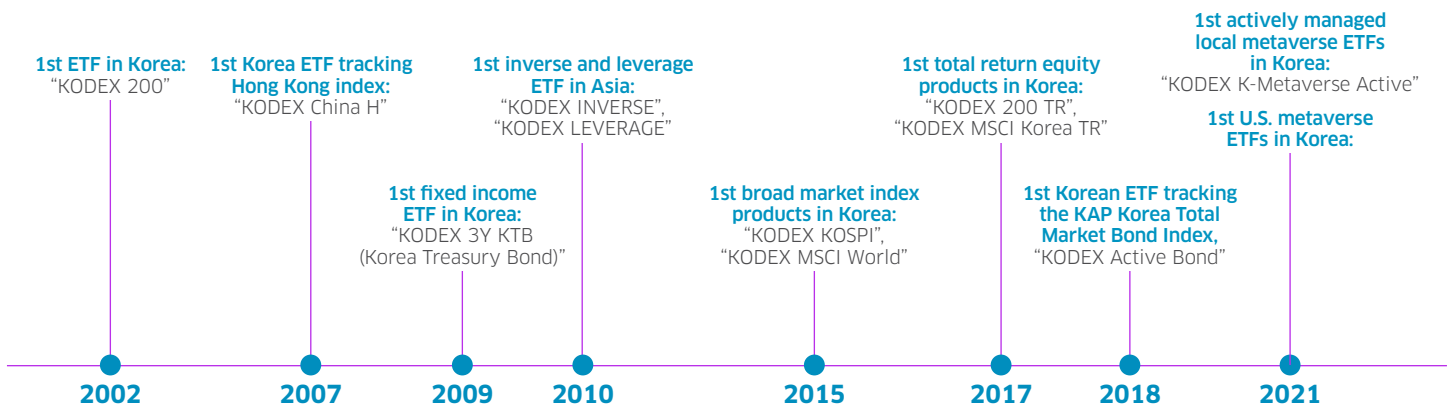
Samsung Asset Management, which has a presence in Hong Kong, New York and London, serves retail and institutional clients with investment strategies spanning across different asset classes: domestic and global equity, fixed income, alternative investments, multi-asset solutions via mutual funds, ETFs and customized solutions.

KODEX, the ETF suite from Samsung Asset Management, is a pioneer in the market dedicated to providing innovative ideas, investor education and [the best trading support](#).

With its first ETF launch in 2002, KODEX has introduced more than 100 products with total ETF asset under management over USD28 billion.



The Many Firsts of KODEX



<http://www.eng.kodex.com/main.do>