



FLX Distribution News Release

FLX DISTRIBUTION ANNOUNCES NEW LOT OF ASSET MANAGEMENT FIRMS JOIN PLATFORM

Firms of Varied Sizes and Asset Classes Continue to Look to the Fintech Platform for Range of Solutions:

- 180 Degree Capital Corp.
- Advocate Capital Management
- ARB
- Astor
- GoodHaven Capital Management
- WBI
- Wilshire Phoenix



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BERNARDSVILLE, NJ, NOVEMBER 11, 2021 — [FLX Distribution](#) – the industry’s first Resource and Asset Management Platform (RAMP) delivering an on-demand, holistic distribution experience to asset managers, wealth management firms, and financial advisors – today announced seven new asset management firms have chosen its modular, on-demand platform for holistic distribution solutions. Ranging in size, asset class and business needs, these managers underscore the breadth of the services and capabilities the FLX platform offers.

“This new group of managers reflects both the need and trust from the industry in our purpose-built platform that aims to drive a more flexible, scalable, and accessible distribution experience for all participants. These managers recognize FLX as a community consisting of more than a single feature but rather the culmination of multiple features brought together via a single destination – and we’re proud to partner with them as they grow their business,” said Brian Moran, FLX Founder and CEO.

Now contracted with 40 asset managers representing over \$221 billion assets under service, FLX has seen tremendous growth since its launch in December 2019. The virtual B2B platform streamlines the ecosystem surrounding asset and wealth management by delivering essential services ranging from distribution to investment consulting to business solutions such as media and PR, alongside unique value-add offerings such as FLX Intelligence, a centralized multi-media hub connecting content providers with consumers.

With industry recognition, including consecutive nods from MMI/Barron’s Industry Awards, and strategic partnerships, notably the recently announced alliance with the New York Stock Exchange, FLX is poised to close a second year stronger than anticipated.

NEWEST FLX MANAGERS INCLUDE:

- [180 Degree Capital Corp.](#) is a publicly traded registered closed-end fund focused on investing in and providing value-added assistance through constructive



activism to what it believes are substantially undervalued small, publicly traded companies that have potential for significant turnarounds. The firm's goal is that the result of its constructive activism leads to a reversal in direction for the share price of these investee companies, i.e., a 180-degree turn. Detailed information about 180 and its holdings can be found on its website at www.180degreecapital.com.

"180 Degree Capital Corp. believes its approach of combining value investing in the micro-cap market with a constructive activist approach is differentiated and has the ability to generate favorable returns for investors. We have been executing on this focus since 2017 primarily through investing 180's capital. When it became time to seek additional assets to manage, it quickly became apparent that the FLX team were the perfect partners to help us achieve that goal," said Rob Bigelow, Head of Fund Development.

- Located in New York City, [Advocate Capital Management](#) focuses on providing market protection and risk mitigation solutions to help clients effectively manage risk. Advocate's Macro Risk Hedging (MRH) and Rising Rate Hedging (RRH) strategies are designed to mitigate portfolio risk during episodes of market stress targeting significantly lower long-term cost than available market alternatives. Advocate's CIO Scott Peng has been managing multi-strategy risk mitigation portfolios continuously since the firm's founding 2012. With the launch of Advocate's Rising Rate Hedge ETF (NYSE: RRH), Advocate expands its product offerings into the ETF industry.

"We are delighted to launch Advocate's Rising Rate Hedge ETF (RRH) as our product line continues to expand. We chose to partner with FLX on our marketing efforts due to their ability to customize their efforts to meet our growing needs," said Richard Shea, COO Advocate Capital Management.

- ARB Sustained Holdings ([ARB](#)) was formed by Amnon Baazov and Adam Passaglia in 2013 to merge Groupe Financier ARB with Passaglia Trading and leverage the expertise and infrastructure of the proprietary trading firms of each founding partner. With each partner having over a decade of success at proprietary trading and backing profitable traders, ARB was well positioned for continued growth. In the ensuing decade, ARB has acquired or launched various entities to help position itself as an integrated financial services firm. Now with multiple business units comprising proprietary trading, broker/dealer services, IB services, ETFs, trading execution and risk management, alternative asset management, and hedge fund services, ARB is able to leverage its expertise across all of these functions to provide value to its clients and investors.



“We are excited to be working with the FLX team as we continue to build our business to better serve our clientele. Our mission at ARB is to democratize access to complex financial services tools and investments that are typically only available to the professional trader. We believe FLX can help us do that and we are excited to embark on this journey with them,” said Amnon Baazov, founding partner.

- [Astor](#) is a registered investment adviser headquartered in Chicago. Advising more than \$2B in assets, its data-driven strategies seek to provide solutions for varying risk tolerances and portfolio objectives. Astor’s investment process is fundamentally driven and uses robust, repeatable models to analyze economic data to determine what it believes is the appropriate amount of risk for its clients. Astor’s investment philosophy is based upon the belief that diligent analysis of economic data can provide valuable insight for longer-term financial market allocations.

“As the distribution and relationship management landscapes continue to evolve, it has become clear that technology, data and diverse types of communicating are necessary to enhance the financial advisor experience. We are excited to partner with FLX and their best in breed platform that leverages the experience of pedigreed industry veterans and creates a more efficient process. Our relationship with FLX will augment the existing Astor ecosystem, moving Astor further toward how platforms and advisors interact with managers,” said Rob Stein, CEO of Astor Investment Management.

- [GoodHaven Capital Management](#), founded in 2010, is a registered investment advisor that manages investment portfolios for individuals, corporations, ERISA accounts, qualified institutions, and the GoodHaven Fund, a public, no-load mutual fund. Managed by Larry Pitkowsky, GoodHaven is comprised of value investors who invest for themselves as they invest for their clients and shareholders.

“We look forward to partnering with FLX Distribution as we thoughtfully grow our firm while staying focused on our clients and their portfolios,” said Larry Pitkowsky GoodHaven’s Managing Partner

- Founded in 1984, [WBI](#) is a trailblazer of technology-driven, goals-based wealth management solutions. The firm is a pioneer of active cash-hedged separately managed account and ETF strategies. Cy, WBI’s award-winning digital wealth management platform, combines financial planning concepts and distinguished innovations to portfolio optimization and construction. WBI is a leader in providing



client solutions tailored to their personal benchmarks for loss and return. For more information, visit wbiinvestments.com.

"We are excited to partner with FLX Distribution's cutting-edge sales and distribution capabilities. Combining WBI's unique technology-driven investment strategies and [award-winning](#), goals-based financial technology with FLX Intelligence will create a disruptive force within the industry," said Matt Schreiber, Co-CEO of WBI Investments & CEO of CyborgTech.

- Founded in 2018, [Wilshire Phoenix](#) develops innovative indexes, ETFs, and other financial products that respond to the various challenges that investors face in today's increasingly complex global markets. Whether providing solutions for institutional or individual investors, Wilshire Phoenix delivers access to differentiated investment strategies and products.

"wShares Enhanced Gold ETF (NYSE: WGLD) was created to give all investors access to a first-of-its-kind ETF that seeks to outperform stand-alone gold while reducing its risk profile. Partnering with FLX allows us to leverage their distribution capabilities as we continue to expand our product line," said William Cai, Co-founder and Partner at Wilshire Phoenix.

About FLX Distribution

[FLX Distribution](#) is a financial technology company revolutionizing the distribution experience between asset managers, wealth management firms, and financial advisors. Combining an innovative technology platform and experienced personnel, we deliver unmatched scale, flexibility, and access through a modular and on-demand experience. Our members can access a network of solutions providers across a range of categories including media, data management, marketing, outsourced trading, portfolio construction, and more. This offering enables FLX Distribution to be a holistic one-stop distribution solution for asset managers while acting as the "Consultant to the Advisor."

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FLX MEDIA CONTACT:
Thomas Walek
Peaks Strategies
twalek@PeaksStrategies.com
(917) 353-7575