

## WisdomTree chooses Swissquote as custody partner for crypto-based ETP

The NASDAQ-listed asset management company WisdomTree and Swissquote, Switzerland's leading online bank, today announced the launch of an Exchange Traded Product (ETP) investing in Bitcoin on the Swiss stock exchange SIX. The product is physically backed by Bitcoin. Swissquote assumes the custody of the cryptocurrencies in Switzerland.

The product is immediately tradable at SIX for professional investors in USD (ticker: BTCW). It is backed one-to-one by reserves and fully collateralised by Bitcoin, which is held in Swissquote's custody in Switzerland. Swissquote stores the underlying Bitcoin assets offline on its secure cold storage technology. Investors can thus invest in Bitcoin via a traditional financial product, with a high degree of assurance in terms of security.

Paolo Buzzi, CTO of Swissquote, said: "We are very pleased about this partnership with WisdomTree, one of the world's largest issuers of ETPs and ETFs. With this product, investors have an easy and cost-efficient access to the Bitcoin market with highly secure, best-in-class custody and a robust physically-backed ETP structure. Furthermore, with this collaboration we are expanding our market leadership in the institutional crypto business."

Alexis Marinof, Head of Europe of Wisdom Tree, added: "The WisdomTree Bitcoin ETP provides investors with a simple, secure, physically backed and cost-efficient way to gain exposure to Bitcoin while being traded and settled through traditional financial infrastructure. The WisdomTree Bitcoin ETP taps into WisdomTree's tradition of innovation and leverages WisdomTree's deep expertise in physically-backed ETPs. We are pleased to partner with Swissquote as a custodian charged with the safekeeping of the digital assets backing WisdomTree's ETP. Swissquote has an established track record of innovation together with strict security, risk and governance standards of a regulated Swiss bank."

### **Swissquote – The Swiss Leader in Online Banking**

As a leading provider of online financial services, Swissquote offers innovative solutions and analysis tools to meet the wide range of demands and needs of its clients. As well as various online trading services, the user-friendly platform also provides solutions for Forex, Robo-Advisory and Mortgages. In addition to a low-cost service for private clients, Swissquote also offers specialized services for independent asset managers and corporate clients. Swissquote Bank Ltd holds a banking license issued by its supervisory authority the Swiss Federal Financial Market Supervisory Authority (FINMA) and is a member of the Swiss Bankers Association. Its parent company, Swissquote Group Holding Ltd, is listed on the Swiss stock exchange SIX (symbol: SQN).

### **About WisdomTree**

WisdomTree Investments, Inc., through its subsidiaries in the US, Europe and Canada (collectively, "WisdomTree"), is an exchange traded fund ("ETF") and exchange traded product ("ETP") sponsor. Through WisdomTree UK Limited and WisdomTree Ireland Limited, it distributes WisdomTree ETFs and ETPs across Europe covering equities, fixed income, currencies, commodities and alternative strategies. WisdomTree currently has approximately \$62.5 billion (as of 1 November 2019) in assets under management globally. For more information, please visit [www.wisdomtree.com](http://www.wisdomtree.com).

WisdomTree® is the marketing name for WisdomTree Investments, Inc. and its subsidiaries worldwide.

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