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VanEck unites offerings under universal brand

Market Vectors ETFs to adopt VanEck brand

Sydney (21 April 2016) – VanEck's well known global ETF brand, Market Vectors ETFs, is to be rebranded VanEck Vectors ETFs, adopting the name of its global parent company VanEck.

The move is part of a global initiative to bring all its businesses and investment offerings under a single "VanEck" brand. This is to highlight VanEck's worldwide presence in markets ranging from the US, Australia, Europe and China and to reflect the firm's mission since its founding in 1955 - adding value for investors, advisers and institutions by providing access to compelling market opportunities.

Arian Neiron, Managing Director, VanEck Australia, said: "The change is more about global alignment. There will be no disruption to any business operations. In Australia, our Market Vectors ETFs brand is well known for its range of innovative investment exposures. The new branding, taking effect 1 May 2016 will result in Market Vectors ETFs being known as VanEck Vectors ETFs.

"Since 1955, VanEck has had a history of bringing intelligently designed investment strategies to our clients. Our commitment to integrity and innovation remains the same, as we continue to seek compelling investment opportunities for our investors."

This is reinforced by the recent announcement of the upcoming launch of two VanEck Vectors ETFs on ASX:

1. VanEck Vectors FTSE Global Infrastructure (Hedged) ETF (ASX code: IFRA); and
2. VanEck Vectors S&P/ASX Franked Dividend ETF (ASX code: FDIV)

"With this new branding we are emphasizing the fact that VanEck is continually exploring and offering innovative ways to create wealth. A unified brand enhances the firm's solid foundation," Mr Neiron said.

The rebranding will take effect in Australia from 1 May 2016. As of 31 January 2016, VanEck managed approximately A\$36.3 billion in assets, including active funds, ETFs and institutional accounts.

Ends

General information only

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About VanEck

Founded in 1955, VanEck was among the first asset managers helping investors achieve greater diversification through global investing. Today we are recognised for being a pioneer in global markets and for drawing on our experience to offer innovative solutions. We offer these solutions to individual investors and institutions, including endowments, foundations, pension plans and private banks.

VanEck is one of the world's largest Exchange Traded Product (ETP) issuers. In Australia our range of Exchange Traded Funds (ETFs) offer investors intelligently designed investment strategies that take advantage of targeted market opportunities.

With offices in key financial centres and regions including New York, Sydney, Shanghai, Frankfurt, Madrid and Zurich, VanEck offers investors broad investment reach with deep experience.

Further information about Van Eck is available at vaneck.com.au