

ARRO

FINANCIAL COMMUNICATIONS

Arro Financial Communications is a marketing communications agency specializing in the financial services industry. Our holistic approach encompasses branding, public relations, digital marketing and content generation. From targeted campaigns to complete image overhauls, our nimble agency helps its asset management clients navigate the quickly evolving new media landscape.



WHY US



As experts in ETF marketing, in particular ETF launches and accompanying campaigns, Arro is uniquely positioned to custom tailor marketing collateral and PR outreach to each ETF Issuer's specific needs. We take the time to ensure the messaging, press release, marketing collateral, and subsequent PR outreach accurately represent the issuer's priorities and fund value propositions. In a sea of new issues, it's become more critical than ever before for an ETF to stand out from the field. We help accomplish this by becoming intimately familiar with an issuer's core identity, as well as the salient details regarding the fund in question. This ensures that the client's message is faithfully conveyed to investors and the public-at-large, enabling new issues to rise above the clutter.

We do this every day, and are intimately familiar with the ins-and-outs of the ETF launching process, as well as the important steps that accompany collateral and PR initiatives. We're also well-versed in clearing compliance hurdles and navigating the regulatory landscape. In other words, there is no learning curve for us when it comes to ETF launches—we're ready to dive in on day one.

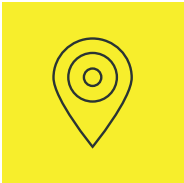
The Arro in-house team offers a broad and deep skill set in the ETF industry, with backgrounds varying from public relations, product research and analysis, financial copywriting, design, and project management.

OUR SERVICES



Our comprehensive approach encompasses branding, public relations, digital marketing and content generation so that you only have to hire one agency.

STRATEGIC POSITIONING + BRANDING



Brand imagery and messaging should reflect the very essence of a company. At Arro, we determine the best way to communicate your values and personality to a larger audience. Financial firms of the 21st century need to differentiate themselves from the rest because staid, traditional imagery will no longer suffice.

- Corporate + Product Branding
- Messaging Platform
- Audience Profile
- Logo
- Visual Identity
- Website Design + Coding

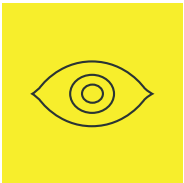
PUBLIC RELATIONS



Public relations is vital to any marketing campaign. By maintaining healthy working relationships with the financial press, Arro helps its clients build and maintain a solid reputation that investors can trust.

- Media Relations Plan
- Press Releases
- Story Telling
- Thought Leadership
- Philanthropic Partnerships

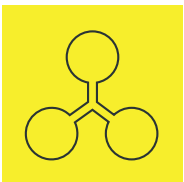
DIGITAL MARKETING



The trend in marketing has overwhelmingly tended toward targeted online campaigns. From websites and landing pages to digital banner ads and SEO/SEM initiatives, Arro harnesses the power of information technology to get your message in front of the people that matter: prospective investors.

- Website Design + Coding
- Landing Pages
- Integrated Website Data Feeds
- Advertising Creation
- Media Buying
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)

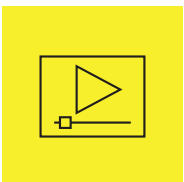
CONTENT GENERATION



As consumers have grown more discerning, they've become increasingly suspicious of overt advertising. By providing prospective investors with useful information - whether through white papers, informative videos, or blogs - we can help you boost your firm's visibility in appropriate channels while bolstering your company's image as a thought leader in the space.

- Social Media Strategy
- White Papers
- Blogs
- Fact Sheets
- Investment Cases
- Infographics
- Email Campaigns
- Pitch Decks

VIDEO



Website visitors have increasingly short attention spans, and may be unwilling to dive into lengthy "walls of text" before they know what product or service your company is offering. Animated videos can play a key role in hooking website visitors by delivering the most important information in a quick, entertaining, easily digestible manner.

- ETF Explainers
- Introductory Primers
- Educational Content
- Company Profiles

Testimonials

"We have worked with Arro for several years now on a number of different projects. We thoroughly enjoy working with them. They are smart, focused, and quick to respond. They work within budget and, so important, deliver. These are all qualities of which they should be proud and we look forward to working with them going forward."

— **Laura Jones, Head of Marketing Communications, VanEck**

"Since the inception of the TrimTabs ETF Trust, the talented team at Arro Communications has not only built out our website in compliance with all FINRA Rules, they have also worked closely with our Administrator, U.S Bancorp Fund Services, LLC, to ensure that the nightly data feed required by the ETF community is populated on a timely basis. The Arro team is intimately familiar with stock exchange requirements for the dissemination of information regarding our funds, as well as FINRA requirements, which has made it easier for the TrimTabs team to focus on our core competencies. As a lean organization, we are grateful for their support and expertise."

— **Jeff Lazar, CCO, TrimTabs Asset Management**

"We love working with Arro. They came up to speed quickly in terms of getting to know our language and aesthetics, especially given that, as a new business, we didn't have large quantities of material as a starting point. They are highly responsive and have been very flexible about working on short-notice projects, adapting their offerings to our needs, and working within our budget. We look forward to a long, strong relationship with them as we continue to grow."

— **Dorrit Lowesen, COO and Co-Founder, Change Finance**

"The Arro team has been a tremendous resource for us as a new entrant to the ETF space. Their responsiveness, experience in the industry, and overall professionalism were on full display during the PR campaign they conducted for us, which produced terrific results and helped to get us exposure on nearly all of the major financial media outlets in print, TV, and podcasts. We quickly learned that an effective PR strategy, especially around launch, is absolutely critical to break through the crowd and to effectively and efficiently reach potential investors.

Through the marketing and PR services, Arro helped to craft an overall messaging that has been very well received by the marketplace and allowed us to set the narrative in a way that played to our strengths as a research-focused advisor. Arro also helped to produce an outstanding animated video and beautiful, highly customized website, which have been our most effective marketing pieces. We highly recommend Arro's services to anyone in the financial services industry with the need for a reliable, top-quality marketing provider."

— **Alex Pettee, CFA, President, Director of Research & ETFs, Hoya Capital Real Estate**

"The Arro team has been instrumental in helping us create and develop marketing collateral for our newly launched ETF. Their detail-oriented and methodical approach ensured we had a well-designed, fully compliant website with functioning data feed in time for launch. Additionally, the animated infographic video they created from scratch captured exactly what we wanted to convey with our product. Arro has "set the standard" with exceptional creativity, guidance and follow-through."

— **Simon Lack, Managing Partner, SL Advisors**

"We work with Arro because their team is quick to action without compromising on quality. Since they specialize in the financial services industry, there is little to no learning curve on our space and they can deliver in a timely manner. From banner ads to fact sheets and content pieces, we've been pleased with the results."

— **Steven Dunn, Executive Director, ETF Securities US**

