



**PRESS RELEASE – June 7, 2022**

## FLX Networks Announces Most Recent Managers to Join Platform

**Spanning asset classes and size, a new set of asset managers leverages FLX’s holistic suite of services**

BERNARDSVILLE, NJ, JUNE 7, 2022 – [FLX Networks](#), the innovative network revolutionizing the engagement experience between asset and wealth managers, is pleased to announce seven new asset managers to join the platform. From thematic investing to AI-driven decision making, this set of managers delivers a variety of forward-thinking thought leadership and cutting-edge investment options for wealth management firms and advisors to leverage for their clients.

“These newest members reflect our platform’s vision of modernizing and simplifying engagement,” said Brian Moran, FLX Founder & CEO. “These managers are the best representation to date of the FLX Networks journey. Together, they illustrate a diverse set of use cases, ranging from purely digital and community-focused to turnkey front office solutions. Additionally, FLX is expanding its fast-growing virtual expert network. The investment professionals on our platform are available to deliver a wide array of meaningful insights for advisors to develop informed views and ultimately, better serve their clients.”

Since its founding in December 2019, FLX has seen tremendous growth with a YOY revenue increase of around 200%, nearly 50 managers on the platform, and representing over \$2T combined AUM. In less than a year, it was recognized by the MMI/Barron’s Industry Awards for Disruptor of the Year and most recently, was shortlisted for its sales and marketing excellence by With Intelligence’s Mutual Funds & ETFs Awards.

Firms to most recently join the FLX platform include:

### [Empirical Asset Management](#)

Empirical Asset Management (EAM) employs our proprietary Rules Based Investing® process. All investment decisions are dictated by proven sets of rules which have the effect of eliminating emotion from the decision-making process. It is our belief that emotion, in the form of fear and greed, is the most destructive force to successful investing. We began managing Rules Based Investment® strategies in 1994. Collectively we have managed more than \$1.2 billion in AUM and have experience in both bull and bear markets. At the core of Rules Based Investing® are strident risk controls. Our approach is to attempt to control risk, which in our view, is much more predictable and controllable than returns. Essentially, controlling risk is the primary reason EAM has delivered Alpha on all nine of our investment models since inception. Once risk is controlled, returns tend to fall in line.

“Empirical is pleased to have begun a partnership with FLX Networks. We view FLX as a leading-edge innovative thinker in the Asset Management distribution and servicing space. FLX truly understands the needs of evolving Asset Managers and provides creative solutions that are mutually beneficial. We look forward to continued growth and an ever-expanding relationship with FLX,” said Glenn Caldicott, CIO.

### [Global Beta Advisors](#)

Global Beta has over 30 years of investing expertise. They offer a lineup of low-cost Factor ETFs and Factor Based Index Strategies. Their innovative research tools aim to help strengthen their clients ever evolving investment strategy. For more information on Global Beta Advisors you can visit the firm’s website at [www.globalbetaadvisors.com](http://www.globalbetaadvisors.com) or [www.globalbetaetf.com](http://www.globalbetaetf.com)

“Clients on the FLX platform will now have access to our Factor Based ETFs delivered to them in an efficient and cost-effective way. FLX and Global Beta are aligned with the same goal of delivering advisors and wealth management firms distinctive strategies which they can use to customize portfolios,” said Paul DeMaio, Director, Head of Institutional Sales for Global Beta Advisors.

### [Inherent Wealth Fund](#)

Inherent Wealth Fund is a registered investment adviser focused on thematic and sector-specific investing. We implement innovative strategies and wealth management solutions for institutions. We fully understand how technological advances impact the market and strive to be ahead of the curve with our approach. Our first ETF the actively

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managed iBET Sports Betting & Gaming ETF (“iBET ETF”) is designed to offer investors exposure to the Sports Betting and Gaming industries.

“We look forward to a growing partnership with FLX Networks which we anticipate will rev up our sales and distribution in key markets,” said Jeffrey Kamys, Principal & Chief Investment Strategist.

### [One William Street](#)

#### [Qraft](#)

Qraft is an invest-tech company pioneering the use of artificial intelligence (AI) in security selection and asset allocation. Founded in Korea in 2016, Qraft uses AI techniques, including machine learning and deep learning, to advance the scope, scale, and speed of investment decision making, globally. In addition to four AI ETFs listed on the NYSE (tickers: QRFT, AMOM, HDIV, NVQ), Qraft offers portfolio construction and model management solutions powered by AI that have been adopted by major financial institutions around the world.

“We couldn’t be more excited about our strategic partnership with FLX Networks. This alliance accelerates the use of AI in asset management by making portfolios powered by machine learning and deep learning more broadly accessible. We recognize the important responsibility advisors have to their clients, and we look forward to offering our solutions to meet the rising demand for AI-enabled investment solutions from FLX’s advisory relationships,” says Robert Nestor, U.S. CEO of Qraft.

#### [Robinson Capital](#)

Founded in December 2012, Robinson Capital is an independent investment advisor specialized in developing traditional and alternative fixed income solutions. Our investment approach employs both fundamental and value techniques to best identify positive risk/reward opportunities and to maintain a consistent and disciplined approach. Portfolio objectives are then tailored to each client’s specific requirements in a highly personalized manner. Robinson Capital also specializes in alternative value investing strategies, particularly through special purposes acquisition companies (SPACs) and closed-end mutual funds (taxable and tax-exempt).

“Robinson Capital is extremely excited to partner with FLX Distribution as we continue to expand our alternative fixed income offerings to clients. We believe that developing innovative and unique strategies is only one piece of the puzzle and that utilizing the distribution expertise that FLX provides truly allows investors to take advantage of

what's available to them. The FLX platform and their industry relationships are going to continue to play a vital role in scaling up our sales and distribution efforts," said Jonathan Browne, Portfolio Manager, Director of Research.

### [Subversive](#)

Subversive's investment strategies primarily focus on different mission-driven emerging sectors that they believe will shape the economy of the future. The companies Subversive invests in are bold, daring, and uninhibited enough not to let the world as it exists today limit their imagination for opportunities of the future. Leveraging their team's track record in the private sector, they aim to bring all investors our institutional knowledge and network to drive meaningful value for their portfolios via diversified ETFs.

"Subversive is a newly formed RIA which launched its first ETF in January 2022 – Subversive Metaverse ETF (CBOE: PUNK). Since then, we have been working on a wider ecosystem of ETFs that are focused on areas we care about like cannabis, food security, our climate, and mental health. This is the perfect time for us to partner with FLX Distribution to tell our best stories. FLX brings an array of advantages for newer companies in the space, like us, who are looking to scale our reach," said Founder & CIO Michael Auerbach.

### [About FLX Networks](#)

FLX Networks revolutionizes engagement for asset and wealth management firms and financial advisors. FLX community members access thought leadership, investment ideas, business resources, and industry connectivity in one centralized destination, delivering productivity, savings, and growth.

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