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For Immediate Release

Bob Tull, Recognized ETF Industry Innovator, Launches Pegassets, LLC. To Deliver Ensemble Active Management to Marketplace

Philadelphia, PA. November 26, 2018 –Robert Tull is pleased to announce the official launch of his new venture, Pegassets, LLC., which is dedicated to delivering the latest innovations in financial and investment technology to investment managers seeking a competitive edge. Pegassets’ first suite of solutions will be built around the powerful capabilities of Ensemble Active Management, with an emphasis on the ETF marketplace.

“For years, active money managers have approached me to gain insights into new investment solutions that can compete against the passive ETF onslaught,” said Bob Tull. “Recently, I decided it was time to build out dedicated resources against the effort, and Pegassets was the result.”

Pegassets’ first offerings will be based upon enabling technology supporting best-in-class solutions in the emerging category of Ensemble Active Management (“EAM”), which exists at the intersection of artificial intelligence (“AI”) and traditional active management. Bob explained that, “I was first introduced to EAM late last year, and now, after nearly a year’s due diligence into this powerful emerging category, I am convinced EAM Portfolios hold the potential to completely re-energize active investment management.” He added, “Perhaps the most exciting aspect to me is that EAM Portfolios can be seamlessly delivered through ETFs. And I have every confidence that EAM-powered ETFs will emerge as the ETF industry’s first truly successful line of actively managed ETFs.”

Pegassets has licensed critical technology from a boutique tech firm located in the state of Washington, and has negotiated an exclusive license for its application to the ETF marketplace. Said Bryan Tull, Managing Director of Pegassets, “We did our research, and believe we have partnered with the firm that unquestionably has the best technology for delivering EAM Portfolios. Their mathematicians and technology professionals innovated the very concept of EAM, their core technology is proven, and they enable custom solutions for each and every one of our clients.”

Pegassets is in the process of an outreach campaign to targeted investment management, advisory, and brokerage firms located domestically and abroad. Several of the initial firms to be contacted have entered into early stages of due diligence.

About Pegassets, LLC.:

P Pegassets is a firm dedicated to the licensing of proprietary and third-party intellectual property to the financial services industry. Inventors of intellectual property focused on financial technology, product structures, and transaction processing should speak to Pegassets LLC to understand their opportunities with a best in class global licensing agent. Contact Pegassets at www.pegassets.com