



Smartshares rebrands to Smart

1 October 2024 – Leading New Zealand investment fund manager Smartshares is now Smart – a new brand name that reflects the NZX-owned company’s growth ambitions and the range of services and products it offers.

Smart will bring Smartshares and SuperLife together into the single Smart brand in a staged approach. The new brand is based on the belief ‘the wise invest Smart’, and the wisest way to build wealth is to invest in market-tracking products over time.

“The needs of New Zealand investors are evolving,” Smart Chief Executive Anna Scott says. “It’s important for us, as a company, to keep pace with those changes and reflect them in what we offer to our customers. Our new name better reflects who we are and the range of services and products we offer.”

“Our new Smart brand identity aligns with our investors’ needs and our vision; to serve modern Kiwis from all walks of life, looking to make wise investments. We’re passionate about education and building financial confidence as we make investing easy to understand and access.”

Through Smart exchange-traded funds (ETFs), New Zealanders can diversify their portfolios across 40 ETFs providing access to global, high-performing and special interest markets. The first phase of the rebrand is focused on ETFs that are easily accessible through trading platforms, financial advisers or directly through Smart.

The new brand identity borrows elements from Smart’s parent company, NZX Limited – New Zealand’s stock exchange – while remaining visually distinct and reflecting Smart’s positioning as the first provider of ETFs in New Zealand.

“We provide choice for investors; what to invest in and how to invest, making it easy to build a diversified portfolio,” Ms Scott says.

“Later this month we will be announcing a new suite of funds that reflect exciting investment trends. They were designed with the support of a new global partner who shares our aim of providing world-class investment opportunities with easy access and affordable fees. We expect these new products to generate growth and activity in the market.”

Ms Scott says the first phase of the rebrand to Smart will lay the groundwork for future development and significant improvements in the way the company serves investors.

The SuperLife KiwiSaver Scheme will become the Smart KiwiSaver Scheme, unlisted funds will fall under Smart Funds and workplace savings will become Smart Super – each reflecting the modern, cohesive new Smart brand. QuayStreet Asset Management – known as QuayStreet – will remain a standalone sub-brand.

ENDS

About Smart

Established in 1996, Smartshares Limited (trading as “Smart”) is a wholly owned subsidiary of NZX Limited with more than \$12 billion in funds under management, serving a wide range of investors, including individual investors, financial adviser customers, businesses, iwi and Pacific nation groups. Smart’s new brand is based on the belief ‘the wise invest Smart’, and that the wisest way to build wealth is to invest in market-tracking products over time. Through Smart ETFs, Kiwis can diversify their portfolios

across 40 ETFs providing access to global, high-performing and special interest markets. Smart is the manager and issuer of the Smart Exchange Traded Funds. The product disclosure statements are available at www.smartinvest.co.nz.

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