



## WisdomTree Canada Unveils Digital Portfolio Construction Tool for Canadian Advisors

*Digital Portfolio Developer provides groundbreaking analytics technology for portfolio construction and optimization*

Toronto, Ontario – May 9, 2018 – WisdomTree Asset Management Canada, Inc. (“WisdomTree Canada”) today announced the launch of the [Digital Portfolio Developer](#) (DPD), an on-demand tool for Canadian advisors that focuses on providing deep data analytics to evaluate client and prospect portfolios.

“Following the success of the launch of our Digital Portfolio Developer in the U.S., we are excited to offer the tool to advisors in Canada,” said Kurt MacAlpine, WisdomTree Executive Vice President and Global Head of Distribution. “We have developed a unique application that allows advisors to optimize portfolio construction in a way that combines their perspectives with WisdomTree’s ETF expertise.”

DPD has the power to analyze more than 40,000 Canadian and U.S. mutual funds and ETFs, and 7,000 U.S. equity securities, with holdings-level analysis and real-time calculations in both Canadian and U.S. dollar currencies. Accessible on the WisdomTree website, advisors simply enter the holdings of an existing investment portfolio and the DPD will analyze the data and provide alternative portfolio approaches for them to consider when looking to improve outcomes based on different measures.

Key features include:

- **Stress Testing Scenarios:** Utilizing institutional-grade analytics, advisors can compare the hypothetical returns of an original portfolio’s performance and a proposed portfolio during different market scenarios such as a financial crisis or interest rate hike.
- **Portfolio Comparison:** Advisors can input and compare two portfolios side-by-side based on key metrics to help them determine underlying risks and seek opportunities to improve performance, income and/or fees.
- **Usability:** Advisors can save their analysis and download reports.

As the latest offering from WisdomTree’s Portfolio Construction Services, DPD offers advisors a digital interface for portfolio construction needs. For advisors that prefer a human interaction, WisdomTree also offers advisors the opportunity to work with WisdomTree’s team of asset allocation specialists who can provide portfolio analysis and help advisors deal with a wide array of client investing issues.

“Portfolio construction and asset allocation services are becoming critical areas of the investment process when working with existing and prospective clients,” said MacAlpine. “Advisors are looking for new ways to attract, win and service clients more effectively and efficiently and WisdomTree is dedicated to helping them do exactly that.”

Advisors can access Digital Portfolio Developer and learn more about WisdomTree’s Advisor Solutions program at [www.wisdomtree.ca/advisor-solutions](http://www.wisdomtree.ca/advisor-solutions).

**About WisdomTree**



WisdomTree Investments, Inc., through its subsidiaries in the U.S., Europe, Japan and Canada (collectively, "WisdomTree"), is an exchange-traded fund ("ETF") and exchange-traded product ("ETP") sponsor and asset manager headquartered in New York. WisdomTree offers products covering equities, fixed income, currencies, commodities and alternative strategies. WisdomTree currently has approximately US\$63.3 billion in assets under management globally.

WisdomTree® is the marketing name for WisdomTree Investments, Inc. and its subsidiaries worldwide.

*Commissions, management fees and expenses all may be associated with investing in WisdomTree ETFs. Please read the relevant prospectus before investing. WisdomTree ETFs are not guaranteed, their values change frequently and past performance may not be repeated. The WisdomTree ETFs listed on the Toronto Stock Exchange are managed by WisdomTree Asset Management Canada, Inc.*

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