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Van Eck Global Unites Offerings under Universal Brand: VanEck

Market Vectors ETFs, other entities to adopt VanEck brand.

NEW YORK (March 14, 2016) – Van Eck Global today announced an initiative to unite its businesses and investment offerings under a single brand: “VanEck”. As part of this broad effort, the well-known Market Vectors exchange-traded products will adopt the VanEck name and be known as VanEck Vectors ETFs. The change supports VanEck’s growing global presence in markets ranging from China and Australia to the European Union and the U.S.

Starting May 1, 2016, the new branding will start to be implemented across the firm’s business lines worldwide. The actual name changes of various businesses will occur in stages, with some assets retaining the existing brands for a longer period. VanEck expects that there will be no disruption to services rendered during the implementation.

The unified brand is designed to highlight VanEck’s unique role in the marketplace as represented by the firm’s positioning statement: *Access the opportunities*. This, in turn, reflects the firm’s mission since its founding in 1955 – adding value for investors and advisors by providing access to compelling market opportunities.

Chief Marketing Officer, Cari Cardaci led the development of the fully integrated campaign. “With our new branding, we want to emphasize that VanEck is continually exploring and offering innovative ways to create wealth,” said Cardaci. “A unified brand enhances the firm’s solid foundation, as we move forward with this goal.”

Addison, a leading creative agency based in New York, partnered with VanEck to develop the unified brand positioning and visual identity.

As of January 31, 2016, VanEck managed approximately \$24.7 billion in assets, including mutual funds, ETFs and institutional accounts.

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About VanEck

VanEck's mission is to offer investors intelligently designed investment strategies that take advantage of targeted market opportunities. Founded in 1955, we were a pioneer in global investing with a history of placing clients' interests first in all market environments. Today, the firm continues this tradition by offering innovative active and passive investment portfolios in hard assets, emerging markets, precious metals, fixed income, and other alternative asset classes. VanEck Vectors exchange-traded products are one of the largest ETP families in the world, managing more than 70 funds that span a range of sectors, asset classes and geographies.

Visit us at vaneck.com or call 800.826.2333 for more information.

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