

## Consulting Services offered by ETP Resources, LLC

ETP Resources, LLC provides independent management consulting services to financial services companies, allowing them to gain objective advice and access to specialized expertise in the areas of exchange-traded products development, operations and information technology.

James Simpson has been offering advice to ETP issuers for over 10 years. He has worked with a wide variety of exchange-traded security types and has a solid record of helping issuers. Mr. Simpson began working with exchange-traded products in 2001 when he was hired as the Assistant Director of the American Stock Exchange's ETF Marketplace. He spent four years as the registered representative of the SPDR Trust and worked closely with senior management of ETP issuers and traders. After helping the exchange overhaul its regulation of exchange-traded products in 2006, he left to help build out new ETP businesses, most recently as Vice President at Northern Trust Global Investments. He founded ETP Resources, LLC in September 2009 and has assisted several investment advisors with their product development.

### You should talk to ETP Resources, LLC if:

- you need assistance analyzing the fast-evolving ETP marketplace.
- you have filed for exemptive relief to issue exchange-traded products.
- you need technology solutions to improve operations.
- you want to get to market faster.
- you want assistance choosing service providers.

### You can expect:

- a thorough and confidential interview process to understand you and your business.
- a clear written proposal with recommendations tailored to your business needs.
- detailed project planning.
- the officers of ETP Resources will be covered by the appropriate liability insurance.

### Why hire ETP Resources, LLC?

- Access to our unique collection of ETP data and proprietary databases that can be leveraged for strategic decision-making and original competitive research.
- Hiring executives with 10+ years of experience in the ETP industry is difficult and expensive due to the lack of supply of qualified candidates and the demand for their services.
- Large consulting firm practice areas do not always have the expertise of a very narrow field of specialization like exchange-traded products.
- The end result is not just a product launch, it is a new insight on the ETP industry.

### *About ETP Resources, LLC*

ETP Resources, LLC is a privately held, independent consulting services firm with more than 10 years of experience in the exchange-traded products industry.

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