



Amun completes rebranding of ETP product suite with the launch of 21Shares

ZURICH 03 MARCH 2020: Amun AG, the Swiss issuer of crypto Exchange Traded Products (ETPs), is pleased to inform investors of its change of name of the ETP line of products to 21Shares AG.

This name change occurred with immediate effect on 2 March 2020 and all Amun ETPs will now trade under this new name on SIX Swiss Exchange. In addition, the website www.21shares.com is also now live. Launching a total of 11 ETPs in one year and getting the approval of the base prospectus by the Swedish Financial Authority (SFSA), 21Shares has been pioneering innovation in the regulated digital asset space since its inception in 2018.

Hany Rashwan, Chief Executive Officer of the newly created 21 Shares AG, made this strategic decision with the board's approval to rename the product line to 21Shares to enable the company to focus on further expanding its range of ETPs internationally to service more diverse markets. The Company concluded its official rebrand and is today announcing that these changes reflect its strategic focus towards its offering of financial products on regulated operating venues, with the goal of listing on at least two new such venues by end of 2020.

The new brand name is a homage to the total maximum supply of Bitcoin, as only 21 million Bitcoin will ever be in circulation. It further reflects the progressive change made in implementing the corporate strategy to transform the company into a multi-project, multi-crypto business and to standardise its offering by streamlining access for investors into either the financial or in crypto markets. For example, last week, 21Shares was in the news for launching the world-first inverse Bitcoin ETP on Boerse Stuttgart, the second-largest stock exchange in Germany.

Hany Rashwan, Chief Executive, said: "We remain on a mission to help simplify access to crypto and we are focused on being the financial partner of choice in the crypto ETP industry. The name change will allow us to target additional and increasingly more diverse markets with ease by utilising a consistent brand appropriate for all regions around the world. This change is not limited to marketing communications but focuses on our financial product range to better serve our investor community in the crypto markets."

The changes will not impact the trading of the ETPs and therefore investors will feel no disruption. All tickers, ISINs and WKNs will remain unchanged.

About 21Shares

21Shares makes investing in crypto assets as easy as buying shares using your conventional broker or bank. Investors can invest in cryptocurrencies using a conventional ETP structure (or tracker) easily, with total confidence and security, cost effectively thanks to the 21Shares suite of ETPs launched by 21Shares and now composed of 11 Crypto ETPs : the 21Shares Crypto Basket Index ETP (HODL:SW), 21Shares Bitcoin (ABTC:SW), 21Shares Ethereum (AETH:SW), 21Shares XRP (AXRP:SW), 21Shares Bitcoin Cash ETP (ABCH:SW), 21Shares Binance ETP (ABNB:SW), 21Shares Tezos ETP (AXTZ:SW), Amun Bitcoin Suisse ETP (ABBA:SW), Amun Bitwise 10 ETP (KEYS:SW), Amun Sygnum Platform Winners Index ETP (MOON:SW) and 21Shares Short Bitcoin ETP (SBTC:SW). The entire suite is listed on a regulated framework on the SIX Swiss Exchange, BX Swiss and some on Boerse Stuttgart in CHF, USD and EUR respectively. Founded in 2018, 21Shares is led by a team of talented serial entrepreneurs and experienced banking professionals from the technology and financial world. Incorporated in Zug, with offices in Zurich, Berlin and New York, the company has launched several world firsts, including the first listed crypto index (HODL) in November 2018. 21Shares has 11 crypto ETPs listed today and has over \$70 million in AuM in total listed.

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