

UNDER EMBARGO UNTIL TUESDAY, 3/7/17, 9:00 AM ET

Motif Introduces Investing Without Compromise, Launches Motif Impact Portfolios to Align Personal Values and Financial Goals

68 percent of investors would change their investment decisions if they knew they violated their values, according to Motif's national investor survey

New York, NY - March 7, 2017 - Motif, a next generation digital wealth and trading innovator, today introduced Motif Impact Portfolios, the first fully-automated investing service that aligns investors' personal values with their financial goals. Starting today, investors can go to www.motif.com to create their own Impact Portfolios.

Motif Impact offers an unprecedented level of transparency and control in an automated investing account. Each Motif Impact Portfolio blends direct stock ownership with a proprietary investment model built to feature companies that demonstrate leadership in one of three social values: sustainable planet, fair labor, or good corporate behavior. Through a partnership with MSCI ESG Research, the leading provider of ESG data and analytics worldwide, Motif Impact identifies best-in-class companies that meet an investor's personal as well as financial criteria.

"Our research shows that nearly half of Americans would be angry if they knew their portfolio was not aligned with their values. We created Motif Impact so investors know exactly what companies they own and can build wealth without sacrificing their values," said [Hardeep Walia](#), Founder and CEO of Motif. "With Motif Impact we're leveraging our technology platform and extending our commitment to innovative, accessible and fully-transparent financial products."

In January 2017, Motif conducted a national survey to better understand the current motivations of individual investors. The study revealed that 64 percent of American investors do not have a clear understanding of their investment holdings, and that 72 percent have no idea whether or not their investments are aligned with their personal values. Further, investors do not know where to start when it comes to integrating their personal values with their financial goals--over half of the respondents noted this as a barrier. Motif Impact gives investors a way to meet their financial goals without compromising their values by knowing exactly what their investments are funding.

Motif Impact builds on the company's award-winning trading platform centered around motifs--intelligently-weighted groups of stocks based on themes, investing styles or multi-asset models. Unlike mutual funds, exchange-traded funds (ETFs) and other pooled investment funds, when you invest in a stock-based motif, you buy and own the underlying shares of each security within it. There are more than 150 professionally built motifs, and more than 250,000 community-created motifs.

To learn more about Motif Impact, please visit www.motif.com.

About Motif

Motif Investing, Inc., ("Motif") is a digital wealth and trading innovator that simplifies complex investment products and makes them universally accessible. The company, based in Silicon Valley, allows investors to trade "motifs"--intelligently weighted baskets of stocks built around themes, investing styles or multi-asset models-- for low fees. Motif is a registered broker-dealer and a member of SIPC.

Motif was recognized on Fast Company's list of Most Innovative Companies in Personal Finance and for the past three years ranked on the CNBC Disrupter 50 list. The company's investors include Goldman Sachs, JPMorgan Chase and Renren Inc. Board members include former Securities Exchange Commission Chairman Arthur Levitt and former Boston Consulting Group Chairman Carl Stern.

Investing in securities involves risks you should be aware of prior to making an investment decision, including the possible loss of principal. An investment in individual stocks, or a collection of stocks focused on a particular theme or idea, such as a motif, may be subject to increased risk of price fluctuation over more diversified holdings due to adverse developments which can affect a particular industry or sector. Investments in ETFs can include those with a narrow or targeted investment strategy and can be subject to similar sector risks than more broadly diversified investments. Motif makes no representation regarding the suitability of a particular investment or investment strategy. You are responsible for all investment decisions you make including understanding the risks involved with your investment strategy.

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