



#### MEDIA

Hannah Randall  
New York  
+1.646.856.8809

Randy Williams  
New York  
+1.212.378.8522

[comms@bats.com](mailto:comms@bats.com)

#### INVESTORS

Mark Marriott  
Kansas City  
+1.913.815.7132

[ir@bats.com](mailto:ir@bats.com)

## Bats Welcomes ACSI Funds as a New Issuer to the Bats ETF Marketplace

21 Issuers, 108 Funds Now Listed on Bats in the U.S.

KANSAS CITY, NEW YORK and ANN ARBOR, Mich. – November 1, 2016 – Bats Global Markets, Inc. (Bats: BATS), the #1 U.S. market for exchange-traded fund (ETF) trading, today welcomed ACSI Funds as a new issuer on the Bats ETF Marketplace with the launch of the American Customer Satisfaction Core Alpha ETF (Bats: ACSI).

The first ETF from ACSI Funds, the fund utilizes insight into customer satisfaction for more than 350 well-known, national brands, seeking to track the performance of the American Customer Satisfaction Investable Index. Additional information is available at [acsietf.com](http://acsietf.com).

Laura Morrison, Senior Vice President, Global Head of Exchange-Traded Products at Bats, said, "We welcome ACSI Funds and the American Customer Satisfaction Core Alpha ETF to the Bats ETF Marketplace, a growing home for innovative companies and products. We also look forward to working with the innovative ACSI Funds team to deliver the concept that customer satisfaction has an impact on stock prices to the broader investment community."

ACSI Funds CEO Phil Bak said, "Our goal is to deliver our strategy, which capitalizes on our proprietary customer satisfaction data as an investment signal, to investors as efficiently as possible. We believe that ETFs listed on Bats demonstrate outstanding market quality as compared to similar funds on competing exchanges. Add in an unparalleled level of client service - as an issuer, for our trading partners, and for our end investors - and it is clear that listing on the Bats ETF Marketplace is a great move."

In 1994, ACSI Funds' sister company, [the American Customer Satisfaction Index \(ACSI\)](#), created **the only** national cross-industry measure of customer satisfaction, which utilizes a proprietary econometric model to gather and interpret data.

Bats executed 24.7% of U.S. ETF trading in September and is the #1 U.S. market for ETF trading. In addition, the company has won 25% of all new U.S. ETF listings this year, through September, vs 9% for all of 2015.

As of today, there are 21 issuers with a combined 108 ETFs listed in the U.S. on the Bats ETF Marketplace.

Additional information regarding listing and trading on the Bats ETF Marketplace is available on [ETFMarketplace.com](http://ETFMarketplace.com). ETF issuers interested in joining the many firms listing on Bats may email [listings@bats.com](mailto:listings@bats.com).



### **About Bats Global Markets**

Bats Global Markets, Inc. (Bats: BATS) is a leading global operator of exchanges and services for financial markets, dedicated to Making Markets Better. Bats is the second-largest stock exchange operator in the U.S., operates the largest stock exchange and trade reporting facility in Europe, and the #1 market globally for ETF trading. We also operate growing ETF listings venues in the U.S. and Europe, two U.S. options exchanges and Bats Hotspot, our global foreign exchange market. Also, ETF.com, a leading provider of ETF news, data and analysis, is a wholly-owned subsidiary. The company is headquartered in Kansas City with offices in New York, London, Chicago, San Francisco, Singapore and Quito. Visit [bats.com](https://bats.com) and [@BatsGlobal](https://twitter.com/BatsGlobal) for more information.

### **About ACSI Funds**

ACSI Funds is a boutique asset manager that creates investment products based upon the nationally recognized American Customer Satisfaction Index, created in 1994 by University of Michigan Professor Claes Fornell. The ACSI is the only national cross-industry measure of customer satisfaction. In addition to Prof. Fornell, ACSI Funds' management team includes investment industry veterans Phil Bak and Kevin Quigg.

### **Disclaimer**

Bats and its affiliates do not recommend or make any representation as to possible benefits from any securities or investments, or third-party products or services. Investors should undertake their own due diligence regarding their securities and investment practices. You cannot invest directly in an index. This press release speaks only as of this date. Bats disclaims any duty to update the information herein.