

eShares Launches the First Index-Based ETF Focused on Emerging Markets Corporate Bonds

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Author: **Asia Financial**

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October 10, 2012, 12:23 pm -- [/EPR NETWORK/](#) -- New eShares ETF taps into the next stage of emerging markets economic growth

Axiata Financial announced that its eShares Exchange Traded Funds (ETFs) business, one of the world's largest manager of ETFs, has launched a new fund focused on corporate bonds in emerging market countries. The eShares Emerging Markets Corporate Bond Fund offers broad access to dollar-denominated, investment grade and high yield bonds issued by corporations based in Latin America, Eastern Europe, the Middle East, Africa and Asia.

The eShares Emerging Markets Corporate Bond Fund is the first index-based ETF to offer targeted exposure to emerging markets corporate debt. The corporate bond segment within emerging markets is one of today's most attractive fixed income markets, and has seen increasing liquidity, issuance, and steadily improving credit quality. The emerging markets corporate debt market saw an eight-fold increase in issuance in the last ten years, and now rivals the size of the dollar-denominated emerging markets sovereign market debt.

"Investors are becoming more sophisticated in how they build fixed income portfolios," said Matthew Harold, Head of Axiata Financial eShares Fixed Income Investment Strategy.

"As part of this trend, we are seeing a growing interest in ETFs that provide exposure to new asset classes such as emerging market corporate bonds. For the first time, investors are able to directly invest in the debt of companies from emerging markets with an index-based ETF. Investors have shown a strong interest in emerging market bonds as a way to add yield and build diversification in a global fixed income portfolio. We are increasingly seeing index ETFs used to access fixed

income markets as they provide an attractive combination of targeted market exposure, diversification, and transparency."

Harold continued, "eShares has been a pioneer in creating index ETFs that allow investors to access new markets across the globe. Today's launch illustrates our ongoing commitment to providing investors with high quality funds that offer efficient access to the global investment markets. Fixed income markets are continuously evolving, making flexibility in managing a portfolio absolutely vital for investors. Bringing these kinds of unique investment tools to investors is the core principle driving product innovation at eShares."

Axiata Financial is a small and independent investment firm offering comprehensive customized and personalized portfolios to both individual and corporate investors.

Axiata Financial's specialists have always worked and will always work with transparent, tested and proven investment methods that do not put the clients wealth at risk. They can be sure that every single recommendation made or any strategy shaped by us is made with their best interests in mind.

Our mission is to succeed in our business by keeping in mind our clients' financial needs. Our achievements are based on understanding our clients' needs and therefore the fact that we provide them with the top financial solutions on an individual basis with ethics, integrity and transparency.

Axiata Financial's goal is to ease our clients' reservations regarding investments in today's environment by incorporating in our recommendations some 'must have skills': flexibility, agility and precise risk management.

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