

Press release

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GUINNESS REVEALS NEW NAME FOR FUNDS BUSINESS AND LAUNCHES FRESH BRAND IDENTITY

Guinness Asset Management (Guinness) today launches its new brand identity, website and logo. The equity fund management activity of Guinness will now operate as "Guinness Global Investors" to represent the company's activities and investor focus more accurately.

Guinness' equity fund management activity has global, thematic and regional funds that all embrace a global perspective. Guinness Global Investors' "Positively Different" investment philosophy involves using proprietary in-house research to inform the intelligent construction of equally-weighted, high conviction portfolios. These portfolios have low turn-over and no benchmark constraints.

Guinness' investor base across these funds is international and supported by a global sales and marketing activity. Guinness' equity funds are available to international investors in both Irish and UK domiciled OEICs and as SEC registered funds and ETFs for US investors by sister company, Guinness Atkinson Asset Management Inc.

Guinness' Enterprise Investment Scheme (EIS) services invest in private and AIM-listed companies across a range of sectors.

Edward Guinness, Chief Executive Officer, Guinness Global Investors, commented:

"Guinness has developed into a large, global business over the years and yet has kept true to its core belief in quality, high conviction, active fund management. Modern branding that is outward looking and forward thinking will allow investors to form a clearer impression of our investment approach and mindset. Guinness is a British business that brings longstanding global investment expertise to global investors and we want that to be reflected in everything we do."

Giles Kidd-May, Chief Marketing Officer, Guinness Global Investors said:

"This new brand identity will create consistency across our business as we enhance the information available to investors and reach out to an ever-expanding global audience. It has been re-designed from the ground up to reflect our global presence, while remaining true to the core values which have led to the success of Guinness. Our new website is designed to service investors better, provide greater clarity and offers a step-change in information accessibility."

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About Guinness Global Investors:

<https://www.guinnessgi.com>

Guinness Global Investors is an independently owned investment management business providing actively managed portfolios across a selection of asset classes, including equity income, growth and specialist thematic equity funds and venture investments.

Guinness' in-house economic, industry and company research allows the fund managers to take an independent view and not be led by the market, combining strategic sector-selection with a fundamental screening process to identify stock opportunities. Guinness integrates analysis of ESG factors into the investment process.

Guinness' funds are not benchmark-constrained, which means fund managers can select stocks without the influence of index weightings and have a high conviction about the stocks in their portfolio.

Guinness Asset Management is 100% owned by its directors and employees.

Guinness Global Investors is a trading name of Guinness Asset Management Ltd. (Company registration 4647882) which is authorised and regulated by the Financial Conduct Authority.