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WisdomTree Appoints John Whelan as Head of Strategy for Digital Assets

Appointment underscores firm's commitment to leadership in the digital assets space, broadening offerings for retail and institutional investors onchain

NEW YORK--(BUSINESS WIRE)--

WisdomTree, Inc. (NYSE: WT), a global financial innovator, today announced the appointment of John Whelan as Head of Strategy, Digital Assets.

Whelan brings nearly a decade of leadership in blockchain and digital assets from Banco Santander's Corporate and Investment Bank, where he served as Managing Director of Digital Assets after building and leading the bank's blockchain lab from 2016. He previously founded a Silicon Valley-backed blockchain startup focused on institutional credit ratings.

"John is joining WisdomTree at an exciting time for our digital assets business," said Jonathan Steinberg, WisdomTree Founder and CEO. "As we continue to scale our digital assets business globally, John's experience makes him an exceptional addition to our digital assets leadership team. WisdomTree is a leader in defining what the future looks like for financial infrastructure, and John will play a central role in that continued mission."

Whelan will report to Will Peck, Head of Digital Assets at WisdomTree, and be a part of the Digital Assets Leadership team. Based in the U.S., John will lead business-unit strategy and drive key strategic initiatives, including oversight of strategic investment activities. He will collaborate closely with Business Development and Product teams on partnerships and product strategy, with a particular focus on deepening relationships with financial institutions and crypto firms and expanding WisdomTree's footprint across Europe, Asia and Latin America. Drawing on deep expertise in stablecoins, cryptocurrency and global banking, Whelan will play a central role in helping WisdomTree drive AUM and wallet growth as the firm continues to scale its digital assets business.

"John's experience and background in traditional banking and digital assets are precisely what we're looking for as we accelerate the growth of WisdomTree digital assets across global markets," said Will Peck, Head of Digital Assets at WisdomTree. "He understands the strategic and commercial realities of bringing onchain finance into institutions, and I'm excited to have him join our team and deepen our partnerships and expand our reach with financial institutions and crypto firms around the world."

"I am honored to take on this role at such an exciting time for WisdomTree and the digital assets space," said Whelan. "WisdomTree has built something genuinely differentiated in the digital assets ecosystem, and I'm thrilled to now be driving that mission alongside the team."

About WisdomTree

WisdomTree is a global financial innovator, offering a diverse suite of exchange-traded products (ETPs), models and solutions, private market investments and digital asset-related products. Our offerings empower investors to shape their financial future and equip financial professionals to grow their businesses. Leveraging the latest financial infrastructure, we create products that emphasize access and transparency and provide an enhanced user experience. Building on our heritage of innovation, we offer next-generation digital products and services related to tokenized real world assets and stablecoins, as well as our institutional platform, WisdomTree Connect™, and blockchain-native digital wallet, WisdomTree Prime®*, and have expanded into private markets through the acquisition of Ceres Partners' U.S. farmland platform.

* The WisdomTree Connect institutional platform and WisdomTree Prime digital wallet and digital asset services are made available through WisdomTree Digital Movement, Inc., a federally registered money services business, state-licensed money transmitter and financial technology company (NMLS ID: 2372500) or WisdomTree Digital Trust Company, LLC, and may be limited where prohibited by law. WisdomTree Digital Trust Company, LLC is chartered as a limited purpose trust company by the New York State Department of Financial Services to engage in virtual currency business. Visit <https://wisdomtreeconnect.com>, <https://www.wisdomtreeprime.com> or the WisdomTree Prime mobile app for more information.

WisdomTree currently has approximately \$168.7 billion in assets under management globally, inclusive of assets managed by Ceres Partners, LLC as of the last reportable period.

For more information about WisdomTree, WisdomTree Connect and WisdomTree Prime, visit: <https://www.wisdomtree.com>.

Please visit us on X at @WisdomTreeNews.

WisdomTree® is the marketing name for WisdomTree, Inc. and its subsidiaries worldwide.

PRODUCTS AND SERVICES AVAILABLE VIA WISDOMTREE CONNECT AND WISDOMTREE PRIME:

NOT FDIC INSURED | NO BANK GUARANTEE | NOT A BANK DEPOSIT | MAY LOSE VALUE | NOT SIPC PROTECTED | NOT INSURED BY ANY GOVERNMENT AGENCY

The products and services available through WisdomTree Connect and the WisdomTree Prime app are not endorsed, indemnified or guaranteed by any regulatory agency.

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