

February 15, 2016



WisdomTree Commences Operations in Japan

Japan Subsidiary Granted Type 1 Financial Instruments Business Registration by Japan's Ministry of Finance

NEW YORK and TOKYO, Feb. 16, 2016 (GLOBE NEWSWIRE) -- WisdomTree Investments, Inc. (NASDAQ:WETF), an exchange-traded fund ("ETF") and exchange-traded product ("ETP") sponsor and asset manager, today announced its Japan-based subsidiary, WisdomTree Japan K.K., has completed its Type 1 Financial Instruments Business ("Type 1 Business") registration with the Kanto Local Finance Bureau of Japan's Ministry of Finance. WisdomTree Japan will service institutional clients in the region through its office located in the Shin-Marunouchi Building, Tokyo.

WisdomTree CEO and President Jonathan Steinberg said, "WisdomTree manages roughly \$12.7 billion in Japan-focused strategies today and we are excited to further build upon our focus in this dynamic and attractive market. We have assembled a highly experienced team led by Jesper Koll who has nearly three decades of experience advising Japanese, U.S. and global investors."

Following the appointment of Jesper Koll as CEO of WisdomTree Japan in July, the Company named Junichi Kamitsubo, formerly Head of iShares Japan, as Head of Sales and also announced the appointment of Atsushi Yamamoto as Chief Compliance Officer. Since that time, the Company has made three additions to the Sales team: Takashi Saito, Yusuke Kojima, and Masafumi Watanabe, all coming with extensive experience within the ETF and financial industry.

Jesper Koll, CEO of WisdomTree Japan said, "We are pleased that we can now directly communicate with Japanese institutional clients of WisdomTree ETFs and extend WisdomTree's unique, research-driven ETF strategies to institutional investors seeking new, innovative and cost-effective solutions in investment markets worldwide."

Koll added, "WisdomTree is not only confident in the Japanese equity market's recovery under Prime Minister Shinzo Abe's administration; we see a significant and sustainable shift in the way Japan's corporate sector allocates capital, and ultimately how a nation of Japanese savers will invest. We are deeply committed to being a leader in Japan's investment renaissance."

WisdomTree has more than \$43 billion in assets under management, offers a comprehensive family of dividend-based equity ETFs covering the U.S., developed and emerging markets. WisdomTree is presently the 8th largest ETF sponsor in the world.

About WisdomTree

WisdomTree Investments, Inc., through its subsidiaries in the U.S., Europe and Japan (collectively, “WisdomTree”), is an exchange-traded fund (“ETF”) and exchange-traded product (“ETP”) sponsor and asset manager headquartered in New York. WisdomTree offers products covering equities, fixed income, currencies, commodities and alternative strategies. WisdomTree currently has approximately \$43 billion in assets under management globally.

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

Contact Information:

Japan Media
Ashton Consulting
John Sunley / Lois Christie
+81 3-5425-7220
WisdomTreePR@ashton.jp

U.S. Media
WisdomTree Investments, Inc.
Melissa Chiles / Jessica Zaloom
+1.917.267.3797 / +1.917.267.3735
mchiles@wisdomtree.com / jzaloom@wisdomtree.com

Investor Relations
WisdomTree Investments, Inc.
Stuart Bell
+1.917.267.3702
sbell@wisdomtree.com



Source: WisdomTree Investments, Inc.