

**Contact:** Dominique Riedl  
**Company:** justETF GmbH  
**Phone:** +49 7121 766 22 50  
**Email:** [press@justetf.com](mailto:press@justetf.com)

## DIY investors save time and money with online tools that make it easier for anyone to build their own portfolio

justETF is an online platform that enables everyday investors to quickly and easily construct their own portfolio using Exchange Traded Funds (ETFs).

The service is aimed at anyone who cannot find a reliable independent financial advisor at a price they can afford, or who simply wishes to remain in control of their own investments.

Your justETF account enables you to:

- Build a DIY investment portfolio that can be customised to your needs.
- Track your performance.
- Quickly find and research any ETF available in the UK market.
- Compare and analyse your ETF wish-list to ensure you choose the right one for you.
- Get automatic alerts when your portfolio needs to be rebalanced.
- Keep your portfolio in line with your strategy and execute trades with your broker conveniently thanks to suggested order lists.

**The justETF Strategy Builder** guides investors through the process of designing a globally diversified portfolio in a few simple steps.

An attractive, graphical interface invites investors to consider their risk profile and make the critical asset allocation decisions that will most influence future performance:

- How much will you allocate to bonds versus equities?
- How will you split your holdings across the globe including emerging markets?
- Will you diversify further with gold and other commodities?

Suggested ETF product lists save DIY investors hours of laborious research, and can be customised by the criteria most important to you.

Investors who value flexibility and ready-access to data can use the ETF screener to hunt down the cheapest and best-performing ETFs available on the major European stock exchanges.

ETFs are increasingly used by DIY and professional investors alike to gain low-cost access to global markets and strategies that were once the preserve of only the most sophisticated financial institutions.

justETF's intuitive charts, heat maps, comparison tables and risk clouds put professional quality tools into the hands of everyday investors – clarifying and speeding up their decision-making capabilities.

Additional services such as monthly portfolio reports, investor education articles, cost calculators, strategy simulators, transaction tracking and watchlists provide a complete suite of investment aids that will help DIYers stay in control of their portfolio.

### **Other features and services available with justETF:**

**Historic simulation:** With the justETF planning tools you can simulate the historical returns of various ETF portfolios to help you find the best strategy for your personal investment goals.

**Automatic order generation:** Best-practice portfolio management relies on efficient cost control. justETF's order list enables you to see exactly what trading costs you have to pay and how they will impact your performance.

**Rebalancing:** If market conditions force your asset allocation off-course then justETF will send you daily alerts via email. Automated portfolio monitoring coupled with suggested orders enables DIY investors to quickly correct portfolio drift, manage risk and potentially profit from the rebalancing effect.

### **Market coverage**

justETF services are available in Germany, Austria, Italy and Switzerland as well as the UK.

### **justETF.com collaborations**

justETF also offers white label partnerships. Contact Dominique Riedl at [press@justetf.com](mailto:press@justetf.com) for more information.

## Facts and background information

### Target market

- justETF is suitable for beginners and experienced investors who want greater flexibility than in a fund-of-funds and more control for less cost than Nutmeg.
- Beginners benefit from a wealth of easy-to-understand articles on how to start investing with ETFs. The justETF Strategy Builder is the ideal tool to help first-time investors design a diversified portfolio.
- Experienced investors will benefit from easy portfolio management that offers automatic monitoring, simulation and performance-tracking reports.
- Professional investors will enjoy speedy access to an extensive ETF database containing invaluable information on replication methods, securities lending and more. Our investment guides also make it easier to uncover interesting investment opportunities across the globe and to quickly find the ETF that most suits your needs.

### Available products

- justETF Free: Build and manage your own ETF portfolios for free. ETF screening, watchlists, investment planning, order tracking and a monthly online portfolio report is also included.
- justETF Premium: £9.90 per month. This includes all of the services above plus 24/7 portfolio monitoring and alerts, detailed risk and return analysis, the rebalancing service, portfolio and benchmark comparisons plus historic simulations of ETF strategies.
- justETF Professional: £69.00 per month. Includes all of the above plus model portfolios, automatic order generation, personalised reporting and portfolio management software for professional investors and IFAs that enables you to manage up to 100 client portfolios. Try before you buy with the 30-day free trial.

### Useful links

[Strategy Builder](#)

[Investment Guides](#)

[ETF News and Education](#)

[ETF Screener](#)

[justETF products](#)

## Who is justETF?

German financial tech startup justETF has been supporting investors since March 2011. Its online platform is the leading European ETF specialist and earns more than four million page views per month.

justETF is a justETF GmbH company located in Kirchentellinsfurt, Germany.

**Dominique Riedl** co-founded justETF GmbH in 2010. He is Chief Executive Officer of the company.

Prior to that, Dominique was a relationship manager with the German wealth management company, Flossbach von Storch.

Dominique studied at Nuertingen University (Germany), Solothurn (Switzerland), Suwon (South Korea) and Rotterdam (Netherlands). He holds a Master of Science in International Business Administration from the Erasmus University in Rotterdam.



***“The right tool enables everybody to professionally manage their wealth on their own.”***

**Petra Riedl** co-founded justETF GmbH in 2010. She is Chief Executive Officer of the company.

Prior to that, Petra worked as a FX Derivatives Specialist for HSBC Trinkaus & Burkhardt in Dusseldorf, Germany, and became a Chartered Financial Analyst (FCA) in 2008.

Petra studied at Nuertingen University (Germany) and in Solothurn (Switzerland). She holds a Bachelor of Business Administration in International Finance.



***“In the long run, investors do better with ETFs.”***

## Company profile and press contact

### Company profile

Company name	justETF GmbH
CEO	Dominique Riedl Petra Riedl, CFA
Headquarter	Kirchentellinsfurt (Germany)
Address	Bahnhofstr. 26 DE 72138 Kirchentellinsfurt
Website	<a href="http://www.justETF.com">www.justETF.com</a>
Twitter	<a href="https://twitter.com/justETF">twitter.com/justETF</a>

### Press contact

Dominique Riedl  
justETF GmbH  
Phone: +49 7121 766 22 50  
Email: [press@justetf.com](mailto:press@justetf.com)  
Website: [www.justETF.com](http://www.justETF.com)