



Dr. Richard Michaud

President and CEO  
New Frontier

Dr. Michaud earned a Ph.D. in Mathematics from Boston University and has taught investment management at Columbia University. He is the co-holder of four U.S. patents and is the author of *Efficient Asset Management* and many professional and academic articles.

## Celebrating 15 Years of Innovative ETF Investing

October 29, 2019

Fifteen years ago today, New Frontier began the journey of providing state-of-the-art investment technology with institutional grade Exchange Traded Funds (ETFs) for investors desiring cost-effective globally diversified core investments. Our strategies are available for tax-exempt, tax-sensitive, and income-oriented investors. The portfolios span the spectrum of systematic risk-targeted investments from 20/80 stock/bond ratio to 100% equity. We feature a holistic investment process of institutional quantitative investment expertise and patented innovations in portfolio management technology consistent with the ETF revolution of low-cost, high-quality, tax-advantaged funds. We proudly provide unique well-defined investor programs for a wide range of investor objectives.

New Frontier has an unwavering commitment to continuous research and development of innovations in investment technology for asset management. Three patents have followed the original, as we have continued to expand knowledge in the fields of optimized portfolio construction, monitoring, and rebalancing. We have one of the longest track records for institutional quality ETF management in the world today. Our performance in index form is now available on Bloomberg, our website, on an iPhone stocks app, and in real-time on your Apple Watch.

The landscape of ETF investing has progressed significantly since we first launched our strategies. At the time, there were barely enough high quality ETFs to create core strategic risk-targeted portfolios for a useful spectrum of risk management objectives. Bond ETFs that did not exist in 2004 are now common portfolio staples. Managed account trading previously limited to once a quarter can now be executed same-day. As ETF investing has evolved, so too has our approach to take full advantage of the modern ETF landscape and deliver on our commitment to smarter investing.

In honor of our fifteen-year anniversary of pioneering global ETF portfolios – as well as the twenty-year anniversary of the inception of New Frontier – we hosted a webinar retrospective on the Evolution of ETF Investing featuring New Frontier CIO Robert Michaud. [Watch the recording](#) to explore how ETF investing has changed, and what we have learned along the way and harnessed for enhanced investment performance and better risk management.

Thank you to everyone who has chosen to partner with us. We look forward to a continued rewarding future in the years ahead.

*Past performance does not guarantee future results. As market conditions fluctuate, the investment return and principal value of any investment will change. Diversification may not protect against market risk. There are risks involved with investing, including possible loss of principal.*