**NEWS RELEASE**

**For Immediate Release**

**J.P. Morgan to Join CETFA**

**TORONTO, March 25, 2024** –The Canadian ETF Association (“***CETFA****”*) is pleased to announce that J.P. Morgan, the global financial services firm,has joined the Association.

“On behalf of the Canadian ETF Association (CETFA), I would like to welcome J.P. Morgan’s Securities Services as our newest affiliate member." said Michael Cooke, CETFA Board Chair. "As a highly respected institution in the global ETF marketplace, J.P. Morgan will be a key contributor to CETFA's mission of supporting the growth, sustainability and integrity of Canada’s ETF industry. The steady expansion of CETFA is also a great validation of the important work done by its member firms in support of that mission."

Matt Mayer, Head of J.P. Morgan Securities Services Product Management, Canada, said, “ETFs are an increasingly fast-growing asset class and are becoming more important to investors across the globe. We have seen growing client demand in Canada with issuers looking to support their activity, so our involvement in industry advocacy further demonstrates commitment to our Canadian clients.  It’s a huge benefit for both our business and our clients to be able to work with the experts at CETFA.”

**About the Canadian ETF Association**

Based in Toronto, Canada, the CETFA is the only ETF association in Canada, and the first of its kind in the world. The CETFA represents approximately 94% of ETF assets under management in Canada with the mandate to support the growth, sustainability and integrity of Canada’s ETF industry.

**For further information:**

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