

Press release

Amundi launches “ETF-as-a-Service” to power white-label ETF solutions

Paris, December 22nd, 2025 – Amundi, Europe’s leading asset manager and ETF provider, announces the launch of its “ETF-as-a-Service” offering, a comprehensive and modular white-label proposition that enables clients worldwide to design, launch and scale UCITS exchange-traded funds under their own brand, while leveraging Amundi’s first-class ETF infrastructure. By 2028, Amundi plans to launch 30 new ETFs under this service.

Building on Amundi’s scalable ETF platform, the “ETF-as-a-Service” offering provides a one-stop shop for institutions seeking efficient market entry or expansion in ETFs.

The solution is designed to meet the needs of clients wanting to embrace the ETF growth potential without incurring the cost and complexity of building their own capabilities. Appetite comes notably from two fast-growing client segments: Digital platforms and wealth partners, aiming to develop proprietary ETF for their end investors; and Asset Managers looking to unlock the benefits of the ETF wrapper for their active strategies.

Amundi’s offering is fully modular, allowing clients to select the components they require across the ETF value chain — from product design, portfolio management, capital markets support, to operations, compliance, and listing. Two inaugural clients in Germany have been onboarded:

- The digital investment platform Finanzen.net, to strengthen their market position with the launch of an MSCI World exposure ;
- The Germany asset manager LAIQON AG, which is working to launch an actively managed AI-optimized ETF in 2026.

Fannie Wurtz, Head of Distribution & Wealth, ETFs and Chair of Asia at Amundi, said: *“This platform is a natural extension of our mission to serve our partners end-to-end, broaden solutions, and drive innovation in the ETF ecosystem. As Europe’s largest ETF provider, Amundi is uniquely positioned to deploy state-of-the-art white-label ETF capabilities — empowering our clients to launch and scale ETFs under their own brand while benefiting from our premium platform.”*

Gilles Dauphiné, Head of Active & White Label ETF at Amundi said: *“We have built a dedicated team of experts to support clients across the entire ETF value chain with a modular offering tailored to their needs and powered by our scalable ETF platform. Over the past few months, multiple client engagements and a strong pipeline have demonstrated clear market demand and trust in our infrastructure.”*

Dipl.-Ing. Achim Plate, Chief Executive Officer of LAIQON AG, commented: *“Combining Amundi’s ETF expertise with our AI-based portfolio management capabilities allows us to create a new generation of innovative investment solutions, to deliver sustainable added value for investors, and strengthen our strategic market positioning.”*

Maximilian v. Richthofen, CEO at finanzen.net Group, said : *“Our partnership with Amundi brings simple and cost-efficient ETF solutions directly to users across the [Finanzen.net](https://www.finanzen.net) group*

ecosystem. In addition, through Amundi's white-label ETFs we expand our offering with high-quality investment products built on expertise, scale, and the trust of both brands."

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About Amundi

Amundi, the leading European asset manager, ranking among the top 10 global players¹, offers its 200 million clients - retail, institutional and corporate - a complete range of savings and investment solutions in active and passive management, in traditional or real assets. This offering is enhanced with IT tools and services to cover the entire savings value chain. A subsidiary of the Crédit Agricole group and listed on the stock exchange, Amundi currently manages more than €2.3 trillion of assets².

With its six international investment hubs³, financial and extra-financial research capabilities and long-standing commitment to responsible investment, Amundi is a key player in the asset management landscape.

Amundi clients benefit from the expertise and advice of 5,600 employees in 35 countries.

Amundi, a trusted partner, working every day in the interest of its clients and society

www.amundi.com



¹ Source: IPE "Top 500 Asset Managers" published in June 2025, based on assets under management as at 31/12/2024

² Amundi data as at 30/09/2025

³ Paris, London, Dublin, Milan, Tokyo and San Antonio (via our strategic partnership with Victory Capital)