

DFA Origin Story

SUPER: 100% all set to prove we do ETFs Different

QUESTION: How does Dimensional's origin story influence Manulife ETFs?

LUKAS SMART: So, Dimensional's origin story is the same as the story that we have today, right. Dimensional has really always been about taking some of the best ideas in modern finance and putting them to work in a real-life product. And that's, that's something that permeates throughout the organization, it's who we were, it's who we are now, and it's who we will be in the future. That's really powerful, because you get something that culturally supports every aspect of what we do.

QUESTION: What makes Dimensional different?

LUKAS SMART: One of the ways that Dimensional is different is in our core philosophy. At its heart everything that we do is built around one central idea, and that's that markets do a good job of incorporating information. They work, right, intuitively it's something we all grasp. And then from that everything else flows, right, the factors that we build our investments around, the way we interact with the portfolios, to some extent the way that we trade the portfolios, it gives us, organizationally, a focus and a framework to, to structure what we do, what we provide.