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Victory Capital rolls out new marketplace for individual investors

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Victory Capital Holdings is a publicly traded asset manager based in San Antonio since 2019.

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A San Antonio asset manager is rolling out a platform to give investors flexibility when it comes to where they put their money.

Victory Capital Holdings Inc. (NASDAQ: VCTR), a San Antonio company with \$158.6 billion in assets under management, announced the new Victory Capital InVest, its direct investment brand.

The reveal includes the rollout of Marketplace, a platform where investors can directly purchase individ-

ual stocks, as well as mutual funds and ETFs from Victory Capital and other providers.

“With our previous direct investment platform, you couldn’t buy third-party products, individual stocks or VictoryShares ETFs,” Caroline Churchill, Victory Capital’s chief marketing officer said. “So, it’s really an expansion.”

The platform is also an effort to help investors consolidate their investments under one roof.

“Our consumer base wanted more choice, and more flexibility with a single provider,” Churchill said.

Since the asset management firm moved its headquarters to San Antonio in 2019, it has grown to about 500 employees – about half of which are based in San Antonio.

Investors can utilize Marketplace online, through a mobile app and by phone. San Antonio-based investment specialists will help investors find products suitable for their financial goals.

Later this year, Victory Capital plans to introduce a digital investing platform that will enable investors to select portfolios that are created and managed for them based on their individual goals.

Churchill said the company plans to expand InVest based on consumer feedback.