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## 21Shares Teams Up with Societe Generale to Widen Institutional Crypto Access

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21Shares AG has announced a strategic partnership with French financial institution Societe Generale to enhance institutional access to its Bitcoin and Ethereum exchange-traded products (ETPs) across Germany and Eastern Europe. This collaboration aims to deepen market liquidity and make digital asset investments more accessible to professional investors through established fund platforms.

As one of the world's leading issuers of cryptocurrency ETPs, 21Shares continues to push the envelope in bridging traditional finance with the digital economy. Under the agreement, Societe Generale, an established player in exchange-traded product (ETP) markets, will serve as the market maker for several of 21Shares' core offerings, including physically-backed Bitcoin (ABTC and CBTC) and Ethereum (AETH and CETH) ETPs. The arrangement enables trading across prominent German and Eastern European fund platforms, which are integral to institutional activity.

This move is expected to provide much-needed liquidity and tighter execution for investors, positioning 21Shares' crypto products as more viable and efficient vehicles for portfolio diversification. These platforms, often utilised by banks and large financial institutions, will now provide broader exposure to 21Shares' cryptocurrency investments.

Alistair Byas-Perry, Global Head of Capital Markets and Europe, Middle East and Africa (EMEA) Investment at 21Shares, highlighted the importance of this development, stating, "Partnering with Societe Generale brings our ETPs to a wider institutional audience and strengthens our ability to offer reliable, secure access to crypto markets."

Martina Schroettle, Head of Exchange-Traded Fund (ETF) Sales Trading UK at Societe Generale, shared a similar outlook, noting, "This collaboration underlines our commitment to providing innovative liquidity solutions while supporting wider access to exchange-traded funds and products."

Founded in 2018, 21Shares has built a reputation for offering the first physically-backed cryptocurrency ETP and now boasts the largest suite of crypto ETPs globally. The company's mission to make digital assets more accessible, while maintaining institutional-grade standards, has placed it at the forefront of the evolving crypto investment landscape.

This partnership reinforces growing institutional interest in digital assets and further integrates cryptocurrencies into the broader financial system on terms that promote transparency, security, and efficiency.