

CION Investments Unveils New Brand to Help Investors Think Beyond the 60/40 Portfolio

To help advisors and investors become more familiar and comfortable with alternative investments as a staple allocation in portfolios, CION Investments unveils new brand.

NEW YORK ([PRWEB](#)) October 31, 2018 -- [CION Investments](#) (“CION”) today unveils a new brand positioning, visual identity, and website to build better awareness of institutional-quality alternative investments designed specifically for retail investors. CION’s brand rollout also introduces a compelling tagline: “Expect More for Your Portfolio.”

CION believes that investors currently face uncertainty: signs of rising inflation, an increasingly volatile stock market, and interest rate hikes. Relying solely on the standard “60/40” stock and bond portfolio mix may not be enough for investors to meet long-term investment goals. CION offers a new approach to help investors reach their financial objectives. CION’s new look and website is designed to help advisors and investors become more familiar and comfortable with alternative investments as a staple allocation in portfolios.

“As we continue to see the challenges investors face when it comes to traditional fixed income funds, our goal is to change the way investors invest,” commented Mark Gatto, co-CEO of CION. “We want to educate advisors and investors on the fact that they may find superior yield from products that give them direct access to institutional quality management,” he continued.

CION’s newly redesigned website features the addition of [educational pieces](#) on alternatives and [private credit](#). “Valuable content is the first step to building a relationship with the investor. We believe there is a lack of educational resources in our space, so a core pillar of our rebrand is crisp content that can help investors make informed decisions,” said Alex Cavalieri, Head of Marketing for CION.

Commenting on the brand initiative, CION co-CEO Michael A. Reisner said, “Private credit is attractive right now, particularly directly originated senior secured credit that has a short duration. It’s an asset class that institutions continue to gravitate towards. The latest 2018 H1 Preqin report shows that 98% of surveyed institutional private debt investors plan to increase or maintain their allocation over the long term. It’s also an asset class that retail investors now have access to after years of only being available to institutional investors. This brand launch aims to help advisors and investors understand what is available to them when it comes to the income portion of their portfolio.” Mr. Reisner continued: “A lot of firms are entering this space, but investors need to understand that not every product and partnership is created equal. Within alternatives, specifically private credit, the manager and product quality are more critical than ever.”

ABOUT CION

[CION](#) strives to level the playing field of investing by building better fund structures with true partnerships at the core and giving investors direct access to premier asset management historically only available to the largest institutions. Individual investors can now expect more for their portfolio.

CION currently manages [CION Investment Corporation](#), a leading non-traded BDC with approximately \$1.9 billion in assets under management and sponsors, through CION Ares Management, LLC, [CION Ares Diversified Credit Fund](#), continuously offered interval fund that seeks to provide superior risk-adjusted returns across various market cycles by investing in a globally diversified portfolio of liquid and illiquid credit asset



classes.

Visit www.cioninvestments.com to learn more.

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Online Web 2.0 Version

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