



MACQUARIE INVESTMENT MANAGEMENT WINS IMEA STAR AWARD FOR “DEFINE YOUR DESTINATION” INVESTOR EDUCATION CAMPAIGN

PHILADELPHIA, Oct. 11, 2018 – Macquarie Investment Management today announced it received a STAR award from the Investment Management Education Alliance (IMEA) for its “Define Your Destination” campaign.

Macquarie Investment Management, which includes Delaware Funds® by Macquarie, received the award at the 22nd annual IMEA STAR awards celebration this week in Chicago. The STAR awards recognize the highest standards of excellence in communications and education in the investment management industry.

[Define Your Destination](#) is a financial education campaign designed to help investors achieve their goals. In addition to providing mutual fund product solutions, the campaign provides insight into various asset classes and macro factors that may affect investors’ ability to meet their income, growth, and protection needs. Campaign components include an interactive microsite; email and social media campaign; print and digital thought leadership; campaign overview; and product brochures, webinars, videos, digital sales tools, and direct mail.

“We support IMEA’s mission to educate and promote best practices and are honored to receive this award,” said Neil Siegel, Chief Marketing and Product Officer and co-head of the client group for Macquarie Investment Management. “The program was designed to support the financial advisors we partner with, and we are gratified that it has been well received by them.”

About Macquarie Investment Management

Macquarie Investment Management is a global asset manager with offices throughout the United States, Europe, Asia, and Australia. As active managers, we prioritize autonomy and accountability at the team level in pursuit of opportunities that matter for clients. Our conviction-based, long-term approach has led institutional and individual clients to entrust us to manage \$US249 billion in assets of June 30, 2018. In the US, retail investors recognize our Delaware Funds by Macquarie as one of the longest-standing mutual fund families, with more than 75 years in existence. Macquarie Investment Management is a division of Macquarie Asset Management, a global asset manager with \$US395.3 billion in assets under management as of June 30, 2018. For more information, visit <http://macquarieim.com>

About IMEA and the STAR Awards

For nearly 50 years, the IMEA, formerly the Mutual Fund Education Alliance, (MFEA) has focused on investor education and industry best practices. On Sept. 5, 2018, it officially became IMEA, reflecting a key evolution in the organization as it recognizes the diverse, goals-based investment management solutions offered by its members and other investment companies. For more than two decades, the STAR awards have honored extraordinary communications and education efforts among investment managers. Presented by the IMEA, the program was originally designed to recognize fund firms for their shareholder communications efforts but has evolved over the years. Among its most prestigious awards are the Overall STAR recipients in each of three key channels – retail, advisor, and retirement.

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