



Modernized Look for H&W

Day-to-day References Transition to H&W from Hearts & Wallet;
New Look, Same Commitment to Competitive Market Intelligence

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(Sept. 24, 2026, Rye, NY) – H&W today announces a modernized logo and new brand look. Day-to-day references to the company name will transition to H&W from Hearts & Wallets.

This modernized look provides ease of reference to H&W and reflects the firm's trajectory of innovation and leadership in wealth management market intelligence. The new, clearer design continues to deliver ground-breaking market intelligence from the H&W team members you trust.

The transition is effectively immediately with customer-facing systems displaying the new look. The domain will remain www.heartsandwallets.com. Hearts & Wallets will continue as the legal entity, reflecting the founding goal to help financial services companies understand retail investor motivations (the heart) to win the opportunity to manage their money (the wallet).

"We're pleased to announce this updated logo and look," Laura Varas, H&W CEO and founder, said. "H&W continues to provide our clients with high-touch expertise and comprehensive data, committed to our corporate values of being visionary, trustworthy, thorough and collaborative."

About H&W

H&W is the market intelligence and benchmarking firm that specializes in powering growth for saving, investing and financial advice businesses with competitive buying pattern data. Leading firms rely upon H&W market intelligence data, reports, software and benchmarking to make strategic decisions that lead to growth by making products and services more consumer centric. Long-term H&W subscribers have 5-year asset growth that is 55% faster than non-subscribers. For more, visit www.heartsandwallets.com.

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