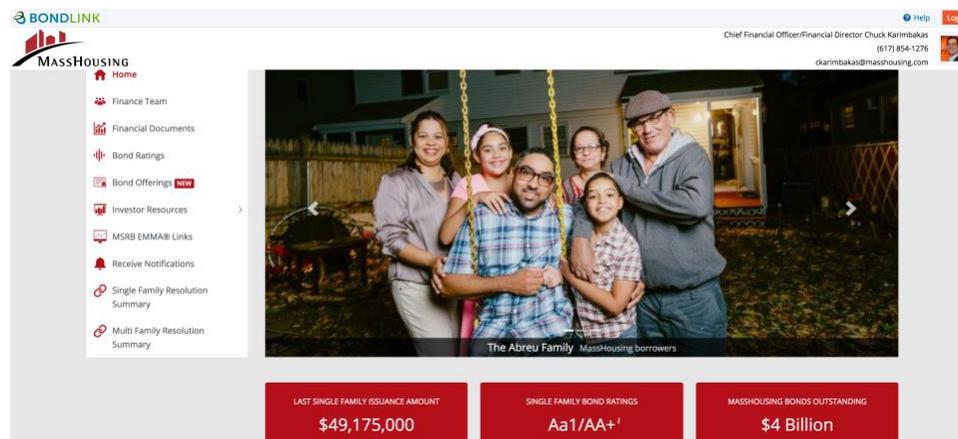


## MASSHOUSING LAUNCHES NEW INVESTOR RELATIONS SITE IN ADVANCE OF UPCOMING BOND SALE



Powered by BondLink, MassHousingBonds.com will help MassHousing attract investors.

**BOSTON, September 6, 2018** – BondLink, the municipal market’s premier provider of investor outreach solutions, today announced the Massachusetts Housing Finance Agency (MassHousing) has launched an investor relations website, [MassHousingBonds.com](http://MassHousingBonds.com), in advance of the agency’s upcoming sale of \$49 million in fixed- and floating-rate bonds on Sept. 13. The new site is designed to drive participation in MassHousing’s municipal bond financing programs by improving investor outreach. The site also continues MassHousing’s efforts to enhance disclosure and transparency for investors.

Next week’s sale includes federally taxable, AMT and non-AMT securities, secured by the Single Family Housing Revenue Bond Resolution and rated Aa1/AA+ by Moody’s and S&P, respectively. The morning of Sept. 13 will feature a retail order period for the bonds, with institutional slated for that afternoon. Complete details of the sale, including the Preliminary Official Statement, are available on the site.

“Our partnership with BondLink will bring a higher level of transparency to MassHousing and make it easier for investors to access information about the Agency’s bond offerings,” MassHousing Executive Director Chrystal Kornegay said. “Affordable housing is the foundation of our economy

and making our bond offerings more accessible will enhance MassHousing’s ability create homeownership and rental housing opportunities for residents across the Commonwealth.”

MassHousingBonds.com is a corporate-style investor relations site, featuring more than 1,000 pages of data and documents detailing the credit fundamentals behind MassHousing’s credit ratings. The platform is powered by BondLink, a Boston-based financial technology company that provides investor outreach solutions to issuers in the \$4 trillion municipal bond market. BondLink currently serves high-profile issuers such as California, Chicago and the University of Texas.

“Affordable housing is one of the most critical investments funded by the municipal bond market,” said Colin MacNaught, BondLink co-founder and CEO. “MassHousing is a national leader in this sector, providing affordable housing to residents all across Massachusetts. Their mission depends on access to low-cost capital, and we are thrilled to power their investor outreach to help them broaden and diversify their investor base.”

Investors of all sizes, from large institutions to retail buyers – such as Massachusetts residents – will enjoy the access to information on the easy-to-navigate website. The platform’s tools make credit surveillance simpler for investors, who can register for alerts as documents and sales are added.

Academic research shows improved disclosure produces improved borrowing costs, which is ultimately the long-term goal of an investor outreach site. BondLink’s platform will facilitate MassHousing’s engagement with the market, enhance its transparency and diversify its investor pool. Additionally, using a dedicated investor website also follows best practices from government finance organizations such as the Government Finance Officers Association.

### **About BondLink**

Led by founders Colin MacNaught, CEO, and Carl Query, CTO, BondLink helps issuers in the \$4 trillion municipal bond market attract more investors through better disclosure and enhanced technology. BondLink enables institutional investors to automate their credit surveillance of issuers, and makes it easier for smaller investors, including individuals, to participate in public bond sales.

Since going live in 2016, BondLink has been powering the investor outreach of top issuers in nearly every state and every sector of the bond market. Headquartered in Boston, BondLink is backed by top investors, including Franklin Templeton Investments, one of the largest municipal bond fund managers in the country.

### **About MassHousing**

MassHousing is an independent, quasi-public agency created in 1966 and charged with providing financing for affordable housing in Massachusetts. The Agency raises capital by selling bonds and lends the proceeds to low- and moderate-income homebuyers and homeowners, and to developers who build or preserve affordable and/or mixed-income rental housing. MassHousing does not use taxpayer dollars to sustain its operations, although it administers some publicly funded programs on behalf of the Commonwealth. Since its inception, MassHousing has provided more than \$22.8 billion for affordable housing.

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