



## **MiFID II Target markets**

Deloitte solution to Target market definition for investment funds

# The target market definition: another challenge for the asset managers



January 2018  
MiFID II go-live

Define a target market for each share class by Jan 2018

Define a target market for each new share class and maintain the other targets

## MiFID II requires product manufacturers to:

- "Identify" the potential target market for each financial instrument
- Specify the type(s) of client for whose needs, characteristics and objectives are compatible with the financial instrument

## Asset managers will have to address:

- Gold-plating across European countries
- Specific requirements from their distributors
- Monitoring the target market as a dynamic piece of information
- Potential modifications based to distributors' post sale information
- The volumes to process (prior to Jan 2018) as the target market has to be defined at the share class level

## Deloitte service offering:

- Ensure current book of business is compliant by MiFID II's go-live
- Maintain target market data throughout the life cycle of the fund, especially during the launch of a new fund share class



# Our D-Board tool



Access a dedicated apps to process the target market definition



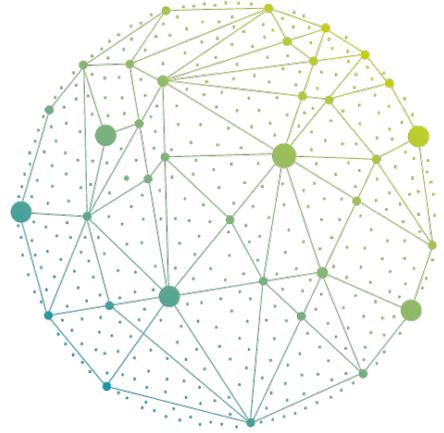
Amend & validate the target market data



Monitor the progress of the target market data definition



Export data % EMT file to the network of distributors and other data hub sources



## Our target Market Services

- Our service helps manufacturers define the target market for their products
- Our platform offers a single one-stop-shop for distributors to access target market information
- Our platform and service allows your time-of-request updated data visualisation and validation
- The solution offers manufacturers insight on the distribution of their products in and out of the target market

Download  
your target  
market  
application  
now

### Configuration



Activities



### General



Service Catalogue



Engagements



Document Center

### Business Specific



Registration Insights



Functions



Fund Products



Activity Matrix



Communication



SFT



Actors



Projects



Projects Dashboard



Tasks



Target Market

# Contacts



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