



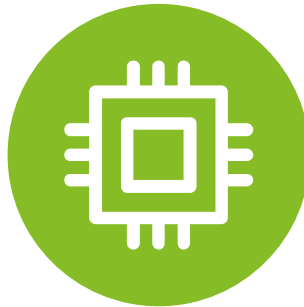
The challenge of fund factsheets

Fund factsheets are a key source of information for your investors and, as such, form an essential marketing tool. Yet, today, most fund factsheets are produced in a rigid format and are not refreshed as often as one would wish. In addition, the marketing compliance landscape is becoming more and more complex and the risk of non-compliance is interfering with the factsheet production process.



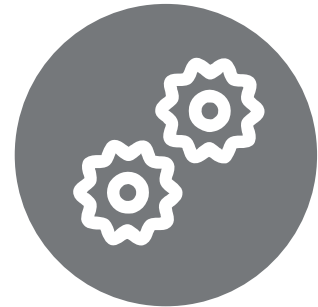
Compliance

- How to ensure that all the **marketing material** is compliant with the local marketing requirements?
- Has the website been appropriately advertised? Is the **disclaimer** properly disclosed?
- How to market funds internationally while being compliant with marketing rules in **specific countries**?



Technology

- How to ensure delivery of all our fund factsheets **on time**?
- How to attract the **next generation of investors**?
- How to provide our clients with customizable, real-time and **digital fund factsheets**?
- How to reach our international clients, offering **multilingual** marketing materials?



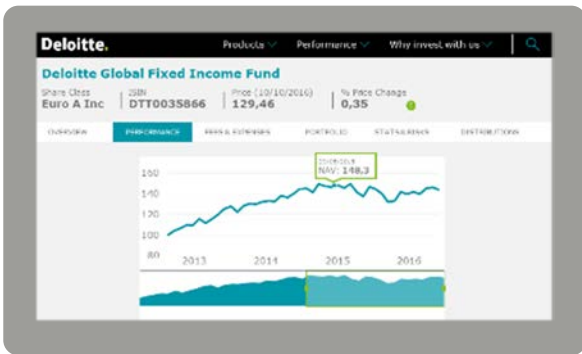
Operations

- How to ensure that the data displayed on our marketing material is **complete and accurate**?
- How to **automate** the production of our marketing material, while staying in control of the **approval process**?
- How to ensure **faster** production times and **smoother processes** when it comes to producing our monthly fund factsheets?
- How to **save time** for more value-added marketing tasks?

A unique solution combining traditional and digital factsheets

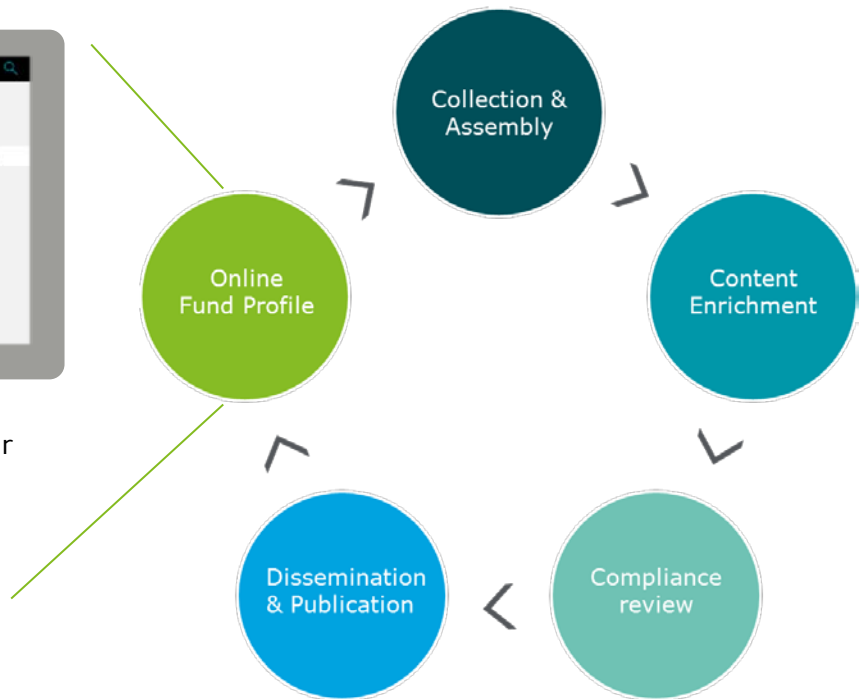
The Deloitte factsheet 2.0 solution provides a unique offering combining:

- A traditional (but state of the art) factsheet factory to satisfy the needs of the current generation of investors;
- A digital solution giving life to your fund profiles online in order to meet the new interaction requirements of the rewired investors;
- A compliance service to provide you with the peace of mind that all your factsheets are compliant on a global scale.



Bring your funds to life thanks to our online Fund Profile solution:

- Generated in real-time
- Fully customizable
- Daily data



FAQ section

How can we ensure that the data published across multiple channels is consistent?

Our solution provides you with a Unified Data Model, with feeds from data vendors (e.g., Morningstar, Lipper,) or your own sources. The Unified Data Model is integrated with a Monitoring Tool that allows us to reduce risk by ensuring that your data is accurate, consistent, and up-to-date across multiple channels. Your marketing and compliance teams can be part of the quality assurance process by previewing factsheets from our solution and checking their content prior to publishing and producing any distributed output.

The main benefits:

- Meet client demands for instant access to the latest fund prices
- Keep your site current with up-to-date performance and benchmark data
- Give clients and prospects a reason to regularly come back to your site

How can we manage the digital factsheet templates and visualization tools?

Templates can be created, managed, and reused for multiple purposes and countries through the use of a single interface. Furthermore, the Tools Creator allows us to configure, preview, and publish new visualization tools and widgets through a user-friendly interface. We can easily incorporate fund tool widgets into your website. They'll match your existing look and feel, creating a seamless brand experience.

The main benefits

- Single interface for templates management
- Embed in native mobile apps or through any content management system
- Avoid long development cycles by deploying fund tools on the fly

How can we distribute the digital factsheets?

We have three ways to distribute your factsheets across the distribution network:

1. Marketing teams have distribution lists integrated within marketing automation and CRM tools (e.g., Salesforce), to automatically send links to "factsheets."
2. Site visitors (investors or distributors) are able to declare themselves (through an e-mail address) and access a preference center to set up automated receipt of URLs (to digital factsheets) through emails
3. Provide distributors with digital factsheet URLs.



Contacts



Lou Kiesch
Partner
Financial Industry Solutions
+ 352 451 452 456
lkiesch@deloitte.lu



François Kim Hüge
Partner
Financial Industry Solutions
+352 451 452 483
fkhuge@deloitte.lu



Marie-Anne Mandroux
Senior Manager
Financial Industry Solutions
+352 451 452 234
mmandroux@deloitte.lu



Mehdi Mostefaoui
Senior Manager
Financial Industry Solutions
+352 451 454 944
mmostefaoui@deloitte.lu

Deloitte.

560, rue de Neudorf
L-2220 Luxembourg
Grand Duchy of Luxembourg
Tel: +352 451 451

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