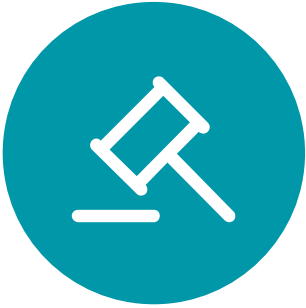




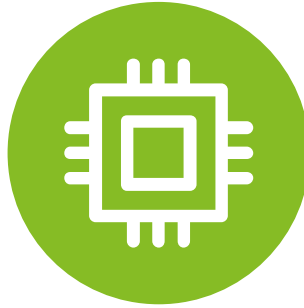
# The challenge of fund factsheets

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. Besides that, the marketing compliance landscape is becoming more and more complex and the cost of non-compliance could be relevant.



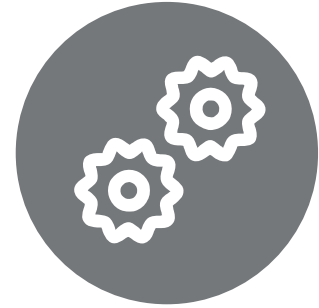
## Compliance

- How can we ensure that all the **marketing materials** are compliant with the local marketing requirements?
- Has our website been appropriately advertised?  
Is the **disclaimer** properly disclosed?
- How can we market our funds internationally while being compliant with marketing rules in **specific countries**?



## Technology

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



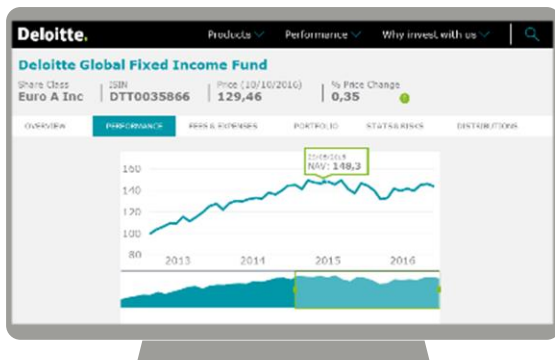
## Operations

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

# A unique solution combining traditional and digital factsheets

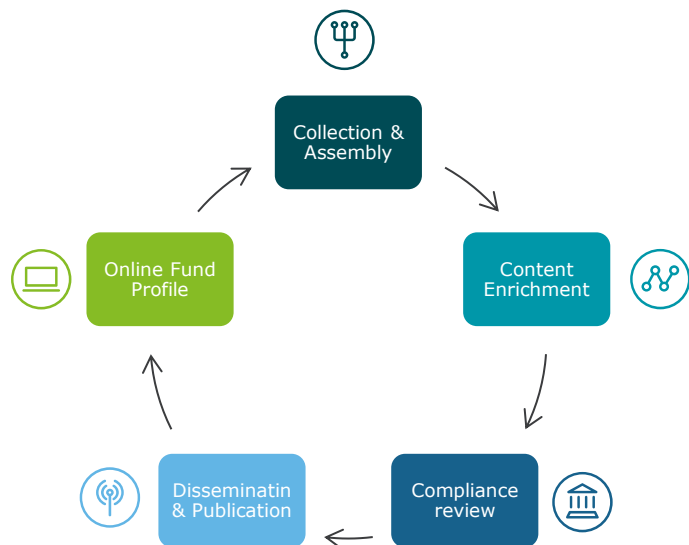
The Deloitte factsheet 2.0 solution provides a unique offering combining:

- 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 you to reduce risk by ensuring that your data is accurate, consistent, and up-to-date across multiple channels. Your marketing and compliance teams will be able to review data and check factsheet components 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 you to configure, preview, and publish new visualization tools and widgets through a user-friendly interface. You can easily incorporate fund tool widgets into your website. You don't need to be a developer or know how to write code to embed charts, graphs, or other interactive displays of data; the Tools Creator does it for you. 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 I distribute my digital factsheets?

You have three ways to distribute your factsheets across your 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. Main contacts



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