

A new channel for funds' distribution

2017









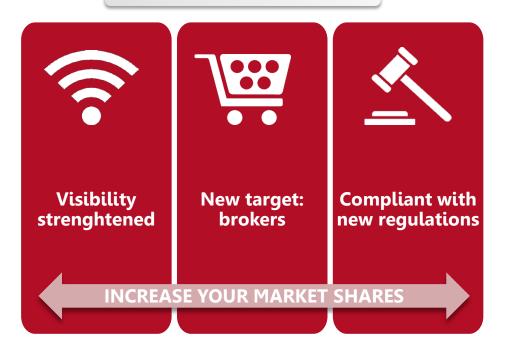


Challenge: A new distribution channel for Asset Managers

CONTEXT

- May 2017 : Launch of Euronext Fund Services on the Paris Exchange
  - Listing and investment in funds
  - ▶ A new asset class for brokerage activities
  - ▶ No impact on existing sub/red process nor on NAV computation: investment orders on unknown NAV and Furoclear settlement

#### **OPPORTUNITIES**



#### **KEY ASPECTS**

- **1. Define development strategy** for this new channel
  - Which funds?
  - Which share classes?
  - What sales promotion?
- 2. Successful implementation of the channel
  - What are the impacts on the organisation?
  - Any specific developement required?
  - Internal communication?



Our approach: A customised support at every step



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## **Opportunity and feasibility study**

- Review of the existing distribution strategy (networks, products)
- Target Identification and product selection (funds to be listed)
- Impacts assessment (organisation and IT)
  - Operational requirement
  - Target functional architecture
  - CRM / Liabilities monitoring
- Change analysis
- Global diagnosis

### **Actions plan**

- Workshops organisation
- Definition of actions plans per workstream
  - Operations
  - Asset Servicing
  - Legal
  - Communication
  - Marketing
  - Sales
  - IT
- Change Management program definition

- Steering of the listing project
- Organisation of workstreams' governance
- Actions plans deployment
- Workstreams management
- Actions follow-up and monitoring
- Preparation of the follow-up strategy and support plan postlisting



## Our strenghts and inputs

- **We actively participate in funds' distribution initiatives** with regular interventions on professional events and publications. We may then fully understand challenges of funds' promoters and investors' expectations.
- We are very familiar and knowledgeable about Euronext offering and have privileged relations with Euronext project team.
- We have already assisted an Asset Manager Tier 1 for a listing project on Paris Exchange from the project framing to the set-up of all the requirements
- We may fast-track your relations with Asset Servicers
  We maintain long-term relationships with the major european actors through past experiences,
  rfp and co-organised events
- Our proven methodology for project management with many references and past realisations on new services implementation or products launch