



# Funds listing on Euronext Paris

A new channel for funds' distribution

2017



BANQUE - FINANCE - ASSURANCE – PROTECTION SOCIALE

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# Funds listing on Euronext Paris

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 Euroclear settlement

## OPPORTUNITIES



**Visibility  
strengthened**



**New target:  
brokers**



**Compliant with  
new regulations**

**INCREASE YOUR MARKET SHARES**

## 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 development required?
  - ▶ Internal communication?



### 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 post-listing



## Funds listing on Euronext Paris

### 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