



Fund factsheet & marketing compliance in a box

Fund Industry Solutions

Fund factsheet & marketing compliance in a box



Our solution



Marketing material review



Fund factsheet design



Your contacts



Our solutions to stay ahead of the curve

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Our Toolbox a multitude of fully customizable comprises services, ranging from an outsourced full review service to customized tools to allow you to perform the exercise in-house.

You pick and choose what you need



MARKETING MATERIAL REVIEW SERVICE

Deloitte helps you to:

- Determine whether your marketing contents are caught by local marketing rules;
- Perform the compliance checks on your marketing communications;
- Build a regulatory watch database.



FUND FACTSHEET DESIGN SERVICE

Deloitte assists you in:

- Defining target factsheet templates in-line with best market practices;
- Documenting your target library of factsheets to facilitate their technical implementation.

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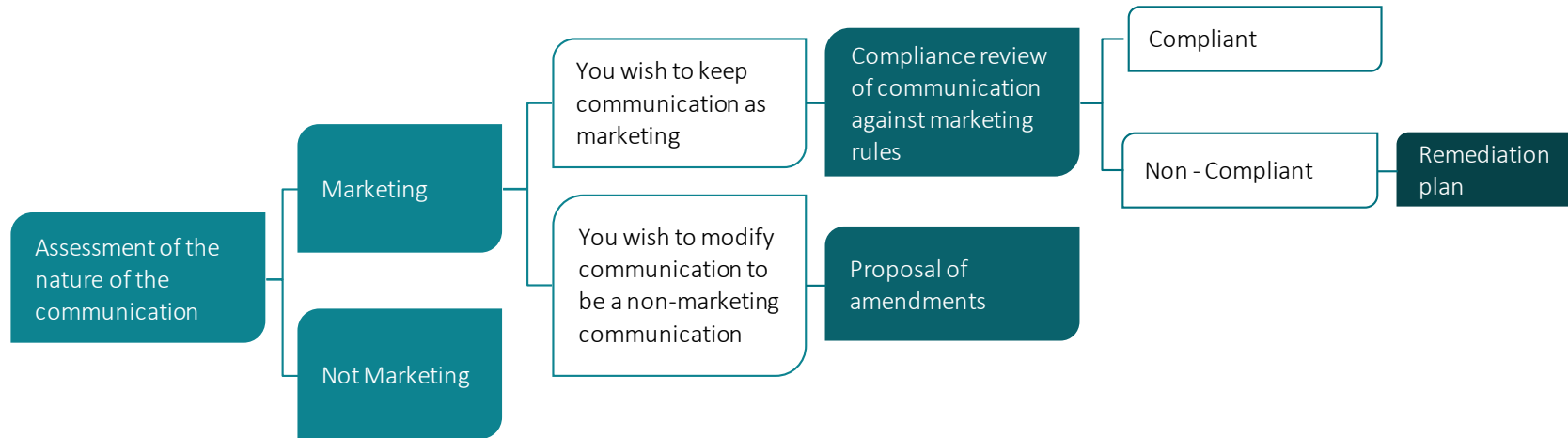
Your contacts



Marketing Material Review

Determination of the nature of your communication

An assessment of your intended communication will allow you to anticipate potential compliance issues at an early stage and tune the content according to your original intentions (e.g. general branding vs. marketing).



Marketing Material Review

Fully outsourced compliance review

Our value proposition

- Compliance review of the content of your traditional and digital factsheets;
- Cost-effective methodology applied to a limited array of representative factsheets;
- Direct access to compliance and regulatory experts.

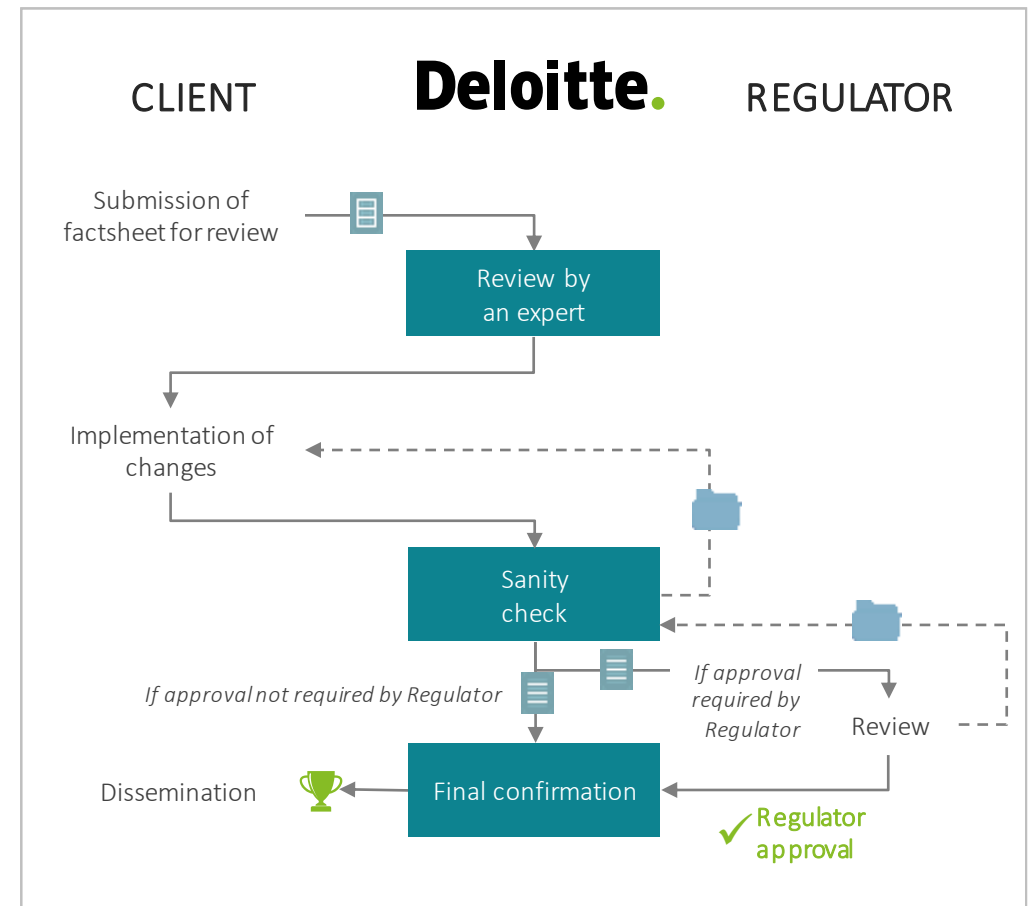
Our controls

- Comprehensive checklists integrating regulatory constraints, best market practices and your own control rules;
- Specific rules per jurisdiction, investor type and fund type;
- Review of all sections of the document;
- Reconciliation of factsheet content with prospectus and KIID information where appropriate.

Our flexible approach

- Identify representative factsheets based upon key criteria: Retribution type (Dis/Acc), Class currency, Asset class, Investor type;
- Define a diversified sample of representative factsheets to limit the scope of the review;
- Choose the frequency of the reviews: initial reviews and monthly reviews;
- Select the target jurisdictions.

LEGEND



Marketing Material Review

Our compliance review is based on various sources



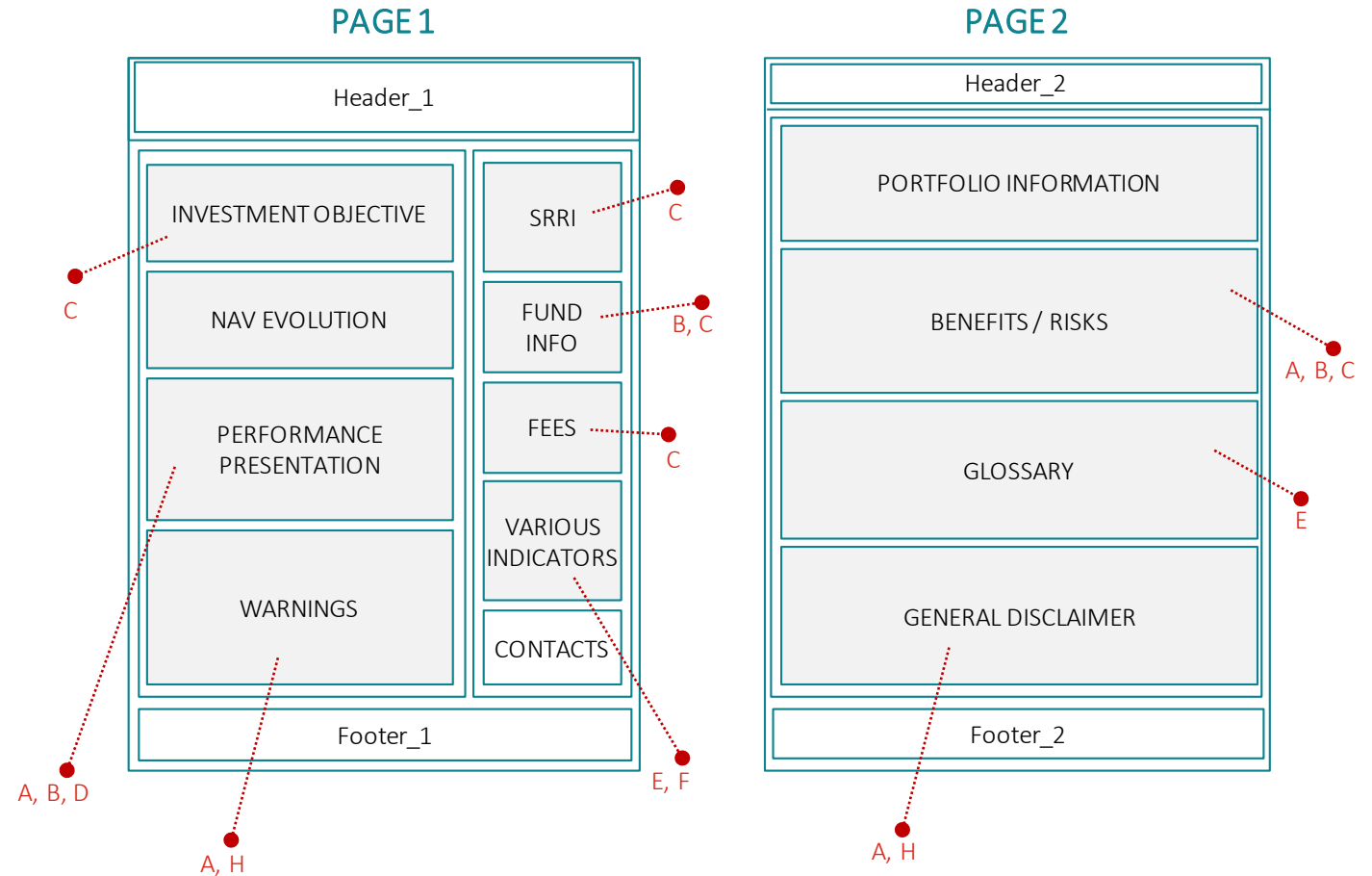
DO WE PROVIDE LEGAL OPINIONS?

No. Our reviews are business compliance reviews, and could not be considered as a substitute to a legal review. They cannot be considered as a legal advice.

Marketing Material Review

Our factsheet health-check inventory includes up to 400 compliance rules covering 30+ jurisdictions

| ID | COMPLIANCE RULES |
|----|--|
| A | Mandatory information as per local requirements must be included within the factsheet |
| B | Disclosed information is properly balanced across the factsheet sections (font, size, ordering, use of boxes, ...) |
| C | Disclosed information must be in-line with Prospectus and KIID documents |
| D | Disclosed data must be up-to-date |
| E | Technical jargon or words must be either avoided or explained in plain language, ideally in a glossary of terms |
| F | Disclosed indicators must be appropriate for the target investors |
| G | Volatility indicators must be reflected as a risk as well |
| H | Warnings or specific statements shall not be diminished |



Marketing Material Review

Tools and methodology to support your in-house compliance review

We provide intelligent checklists that will help you in the drafting process of the marketing communication

Having such a checklist allows you to:

- Ensure no requirement has been forgotten when reviewing marketing material
- Formalise your knowledge, which will then stay within the compliance department and be useful for other colleagues
- Use it in case of control by the internal audit

Deloitte's trainings & workshops

- Deloitte organizes trainings on compliance review exercise for your staff
- The training is focused on the methodology of reviewing the compliance of your marketing documents



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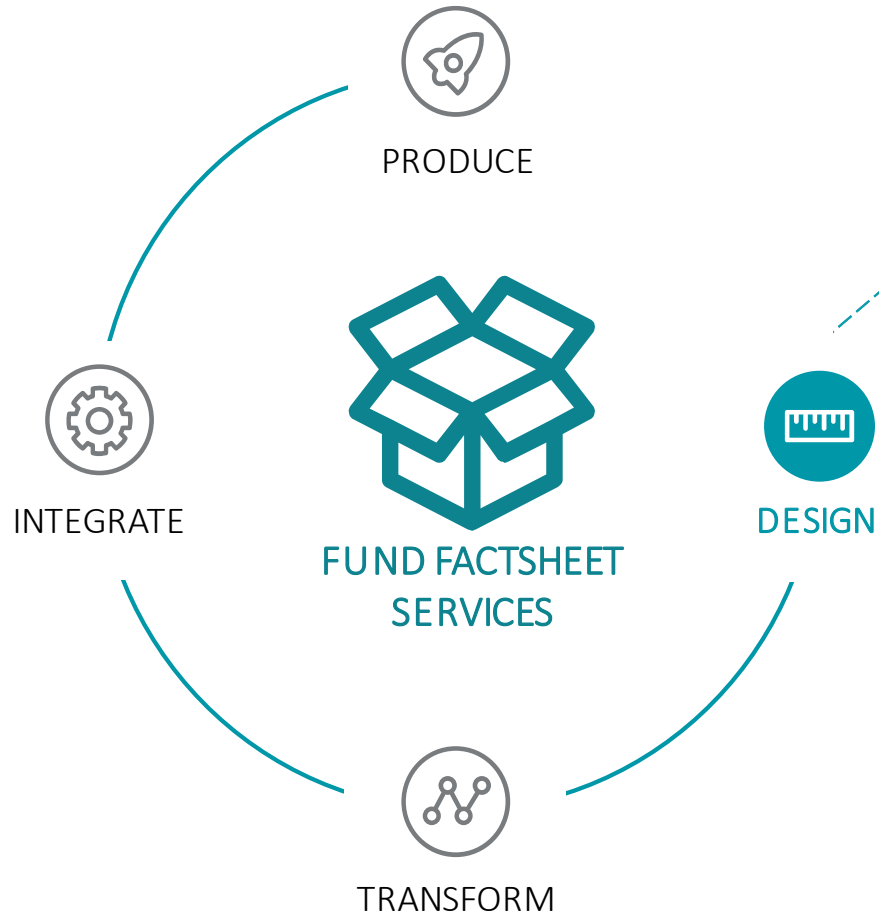


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Fund Factsheet Design

A competitive advantage derives from the knowledge of your marketing and distribution organization and on how to drive it efficiently



OUR TEAM WILL ASSIST YOU TO:

- DESIGN**
 - ✓ Identify and document your current factsheet requirements;
 - ✓ Assess compliance of your layout and the required disclosures across multiple jurisdictions;
 - ✓ Recommend future state library of factsheets;
 - ✓ Design future state factsheet template.
- TRANSFORM**
 - ✓ Coordinate and perform project management;
 - ✓ Provide SME inputs for operating model with a focus on aligning design and decisions conducive to a long term managed service;
 - ✓ Implement the new production model and applied changes to your organization;
 - ✓ Elicit Factsheet library business rules;
 - ✓ Set-up data and mapping;
 - ✓ Establish production workflows and SLAs.
- INTEGRATE**
 - ✓ Draft functional specification;
 - ✓ Coordinate development and UAT plans;
 - ✓ Provide day-to-day support for development;
 - ✓ Facilitate training and testing for UAT, Go/No preparation;
 - ✓ Review development artefacts over Q&A;
 - ✓ Deploy Production environment and manage parallel run.
- PRODUCE**
 - ✓ Coordinate transition to go-live (assistance for parallel production runs);
 - ✓ Provide a dedicated CRM to:
 - Assist you during the ongoing service execution,
 - Submit and log requests for bug fixing and product enhancements.

Fund Factsheet Design

Using a detailed understanding of applicable rules and best practice techniques we are able to advise you on how to define your factsheet future template

2.000 

FACTSHEETS ANALYZED

25 

TOP ASSET MANAGERS



3 REGIONS OF DISTRIBUTION¹



6 ASSET CLASSES



Fund Factsheet Design

Our dedicated team accompanies you through the marketing material design and compliance review

OUR APPROACH



CURRENT STATE REVIEW

Review of your current state factsheet and provide you with different options to evaluate in order to ease the future state template implementation process.

The proposed options take into account Best Market practices and Compliance mandatory local rules.



FUTURE STATE TEMPLATE DESIGN

Define your future factsheet template based on the scenarios presented in the previous deliverable and selected by your Compliance and Marketing teams.



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Meet our experts

Your multi-disciplinary team to support your design service

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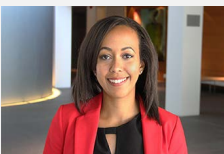
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