



TRADESOCIO
ACQUISITION, CONVERSION, AND RETENTION TECHNOLOGY

**Fund Managers Digital Solution to
Scale Assets Under Management**

EXECUTIVE SUMMARY

Fund managers who fail to adapt to the digital investment landscape and meet the demands of a new cohort of investors may soon be left behind and struggle to tap into the intergenerational transfer of wealth from Baby Boomers to Millennials and Generation X.

TradeSocio's Alpha is the first retail alternative investment management platform on the market providing fund managers with the tools to communicate with this target audience and access additional sources of capital from this new wave of investors.

CONTENT

Executive Summary

The New Retail Investor

Plug and Play Your Way into the Hearts and Minds of Potential Clients

Adapt to Change or Risk an AUM Drought

Scale Assets the Easy Way

Multi-Trillion Dollar Opportunity

About Us

Tradesocio's Alpha Platform

The Solution for Fund Managers to Scale Assets

- Tap a New Investor Class to Boost AUM
- Tools to Offer a 'Digital First' Fund Management Service Offering
- Platform Applicable to All Major Industry Participants
- Streamline Reporting & Other Back Office Operations

THE NEW RETAIL INVESTOR

A recent survey revealed that an increasing number of fund managers are turning to retail investors in order to boost assets under management.

Access to retail investors has proved to be a difficult undertaking because minimum capital requirements and high fees deter this class of investors or the current processes in place are limited to deal with the intensive operational requirements on-boarding retail clients involves.

Moreover, fund managers are slow to adjust to the current era of ubiquity in which the demands of a younger, technologically savvy investment audience demand investment advice and management through a multichannel delivery system which includes web and mobile.

"Fund managers can tap into an AUM rich ecosystem, in which clients are currently underserved"

This generation of clients have grown accustomed to having real time access to live data in order to make critical financial decisions.

TradeSocio's Alpha, provides fund managers with access to its AUM rich ecosystem, supported by key stakeholders – brokers, introducers, fund raisers etc. – with access to a vast number of retail clients, who are currently being underserved in the wealth management space.

More importantly, TradeSocio's Alpha platform's plug and play approach makes the transition into the eco-system seamless as it combines 'information age tools' such as the ability to privately connect with investors and engage them in a social and interactive manner while providing investors with advance risk management and reporting tools.

These investors are desperate to gain access to the diversification benefits of alternative investments offered by regulated fund managers with impressive track records and pedigree.

The new wave of investors require more than just a return on investment, they want to be part of the investment dialogue and feel empowered.

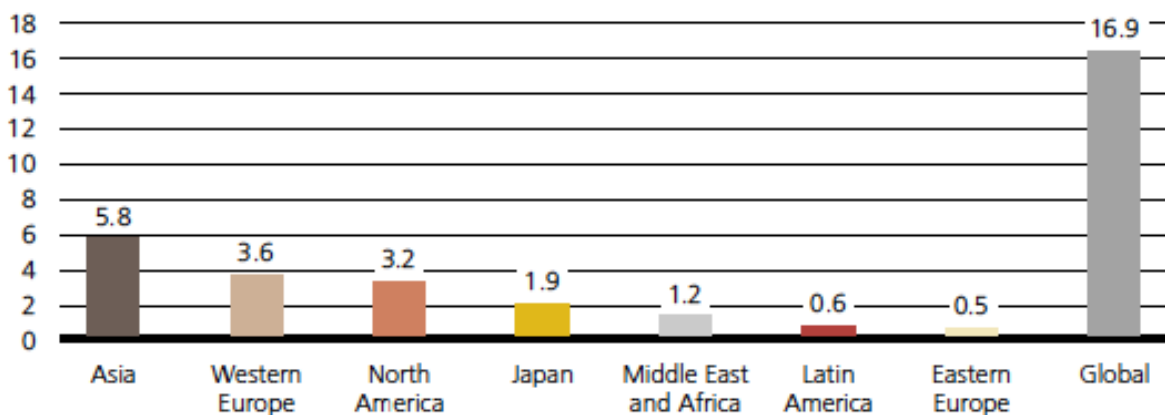
In the new era of financial advice investors will no longer subscribe to the common adage of 'money talks', whenever they are on the look-out for the same pedigree of financial managers and breadth of investment opportunities that their wealthier counterparts enjoy.

\$16.9T

MILLENNIALS' EXISTING WEALTH

Fig.1 – Millennials' existing wealth is already sizable

Total millennial wealth (trillions of USD in 2015)



Source: Business Insider UK, based on BCG Global Wealth Market-Sizing Database, 2016 and BCG analysis.
URL: <http://uk.businessinsider.com/millennials-investing-boston-consulting-group-2016-67r=US&IR=T>,
accessed 26 May 2017.

ADAPT TO CHANGE OR RISK AN AUM DROUGHT

For the majority of fund managers integrating technology into their advisory business has been 'a nice to have' rather than a 'must have.' But this approach will prove a big turn off for retail investors.

Investors in the retail market demand that fund managers adopt a more precise computer-driven analyses approach to satisfy their transparency requirements.

This current crop of investors expect a multichannel delivery system, whereby they are able to receive investment advice and management services in the most convenient and efficient way.

The move to web or mobile interface is usually an expensive proposition for fund managers as it requires an overhaul of current processes.

"This class of investors require real time access to options such as live portfolio analysis, live reporting of positions and live alerts about a portfolio's performance"

Consequently, fund managers that still rely on the antiquated practices of yesteryear, when clients were content, being kept at arms length, safe in the knowledge that their wealth was being managed by an expert may fail in their hunt to bolster AUM among this new group of investors.

This class of investors require real time access to options such as live portfolio analysis, live reporting of positions and live alerts about a portfolio's performance. This view is strongly support by research from PWC, "Wealth managers are increasingly using analytics solutions at every stage of the customer relationship to increase client retention and reduce operational costs.

PLUG AND PLAY YOUR WAY INTO THE HEARTS AND MINDS OF POTENTIAL CLIENTS

TradeSocio's Alpha, enables fund managers to reduce the resource drag of deploying valuable resources to create these technologies as access to the platform is seamless.

Fund managers are able to plug into the ecosystem using white label versions of the alpha platform, which is customized to match company brandings and themes. The platform can be access via web or mobile and marketing documents are enhanced as fund fact sheets are supplemented with live performance.

The usual operational drag for fund managers on-boarding new clients such the transfer of clients from one broker to another is avoid as fund managers will have access to any broker connected to the platform.

"TradeSocio's Alpha Platform, enables fund managers to reduce the resource drag of deploying valuable resources to create these technologies"

Fund managers can tap into an AUM rich ecosystem, which is serviced by a massive client pipeline generated from brokers, introducers and fund raisers, whose clients are on the look-out for access to world-class investment management expertise from licensed fund managers.

The management of retail clients has often proved to be a laborious process and a strain for back and middle office operations as client performance reporting, performance measurement and monitoring, and varying levels of individual communication preferences need to considered.

Tradesocial's Alpha platform enables fund managers to avoid these common pitfalls as fund managers can receive custom designed white label sites and make use of full ERP (Enterprise resource planning) technology, which includes account and compliance management, performance reporting, CRM, content distribution and all back-end operations needed to manage investors in their own private community.

SCALE ASSETS THE EASY WAY

Trade Socio harnesses the power of automation, big data analytics and social trading to help fund managers keep their finger on the pulse of investors.

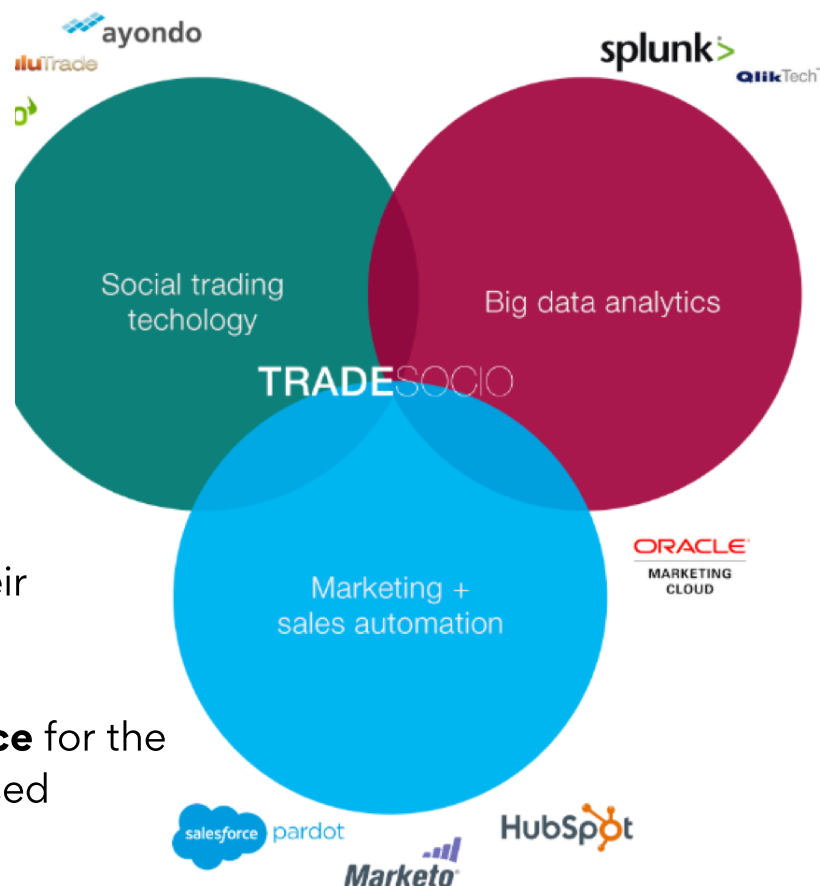
Multiple source data analytics and workflows

designed to automate or alert during the sales & marketing process

Social trading platform makes it easy for end users to interact: Quick, fun, looks appealing

Marketing automation rewards and incentivises existing users to share their network and their success

Control, management and compliance for the product owner ensuring platform is used appropriately



HOW TO MEET THE COMING MULTI-TRILLION DOLLAR OPPORTUNITY?

The intergenerational transfer of wealth from Baby Boomers to Millennials and Generation X will lead to more than 50%, \$30 trillion, of investable assets being control by this target audience.

Yet, many fund managers may have to watch from the side lines, should they fail to implement the changes required in order to communicate with this target audience.

"Given that wealth managers have an upcoming multi-trillion- dollar opportunity in the transfer of wealth from Baby Boomers to Millennials, the incorporation of automated advisory capabilities – either in whole or in part – will be a prerequisite," according to PWC in a recent report.

"... deliver investment management and advice in a language that appeals to the next wave of clients"

It is counterintuitive that fund managers leverage their resources to produce strategies that generate alpha but the logistics of delivering that alpha is outdated.

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ABOUT US

TradeSocio (www.tradesocio.com) was founded in 2014 by Rohan Hall, a technology veteran with over 15 years developing social technology for Fortune 500 companies including Oracle, Honda, HP, and Corning. Visit us at www.tradesocio.com, on LinkedIn, Twitter.