

BRANDENWALD PREMIUM ADVISORY

Many of our clients have had historic success in building a country specific (USA) or regional (Asia Pacific, Middle East) asset management and fund distribution business and wish to expand their business beyond their own domestic or regional borders.

We recognize the challenges financial institutions face when building an asset management and fund distribution business outside their domestic market: a complex equation of different legal & regulatory regimes, sales practices, investor requirements, product structuring and distribution channel challenges.

In response to Client demand we now offer a premium advisory service, **Brandenwald Premium Advisory** (member Brand Global Group), tailored to those Clients who require the full spectrum of advisory services to build their business globally.

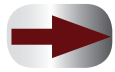
Our premium advisory package, an annual retainer deliverable, includes both advisory and project management services to build the infrastructure necessary to support the Client's global product and service distribution platform.

Brandenwald Premium Advisory
comprises our 3-part consulting services:

- 1 Strategic Distribution Advisory**
- 2 Product Development Advisory**
- 3 Sales Compliance "Check-Up Service"**

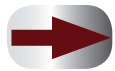


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STRATEGIC DISTRIBUTION ADVISORY

- *Strategic Marketing Plan:* We help clients develop a strategic marketing plan with focus countries based on the relative ease of regulatory requirements on marketing products and services.
 - Focus markets list for fund marketing
 - Focus markets list for Separate (Managed) Account marketing
 - Distribution Business Model identification
- *Licensing:* Feasibility Analysis of establishing a local licensed distribution vehicle. MiFID licensing and EU passporting advice
- *Client Segmentation Advisory*
- *Third Party Marketing Platforms:* Research on specialist third party marketing firms with capability to market funds based on licensing, MiFID passport, client segmentation, in-house resources and fee structure. Assist in final selection of TPM platform.
- *Management of client relationship with Financial Intermediary:* Distribution agreements, compliance agreements, product support issues, compliance training.



PRODUCT DEVELOPMENT ADVISORY

We can provide product development and structuring advisory for both regulated and unregulated funds:

- Product structuring advice to meet regulated institutional investor requirements (pension fund investment restrictions)
- Product development advice for regulated funds (UCITS Funds) including domicile of fund vs. distribution and client segmentation
- Feasibility of prospectus registration vs. distribution potential (cost-benefit analysis)
- Project management of fund registration procedures
- Specialist Fund Operations Advisory

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SALES COMPLIANCE CHECK-UP SERVICE

As part of the Brandenwald Premium Advisory package, we offer our full-service sell-side compliance services including quarterly or biannual onsite visits and regulatory updates.

Our **Sales Compliance Check-Up Service** sell-side compliance offering includes the following deliverables:

- Sales Road Maps
- Market Snapshots
- Separate (Managed) Account Road Maps
- Revisions and updates of all GSC deliverables (Sales Road Maps, Market Snapshots, legal memos, research, etc.) based on new product rollout and business model changes
- Updates to Sales Road Map E-MANUAL
- Onsite training of in-house staff
- Sales Compliance training of financial intermediaries (distributors)
- Refresher training courses
- Customized seminars based on client request (“Intermediary distribution 101” etc.)
- Updates on specific regulations applicable to client requirements
- Negotiation and preparation of legal fees budget
- Project Management of regulatory compliance issues (fund filings, etc.)
- Updates to Research (UCITS fund marketing, Separate Account licensing issues, etc.)
- Sales compliance manual
- Compliance file audits

RESOURCES:

Brandenwald Premium Advisory brings together the resources of both in-house sell-side compliance specialists and our global external legal counsel network as well as specialists on fund operations, regulatory specialists, fund expertise and financial intermediary contacts.

Please contact us for further information on Brandenwald Premium Advisory

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