

ALQUANT

## Finlens

Transforming the way investment products are marketed



# Improving the digital client experience is the number one priority

## 97%

of executives believe that **brand identity is key differentiator** in the asset management industry.

## 91%

of executives intend to **transform their product distribution** value chain within the next five years.

## 50%

of clients **would replace their current provider** with a new provider if they felt it offered a better digital experience.

## 77%

of executives say their **digital experience does not meet client expectations**.

## Takeaways

- Monthly PDF factsheets are outdated
- Investors expect digitally rich data and interactive graphics
- Fund managers need branded digital distribution platform for their funds

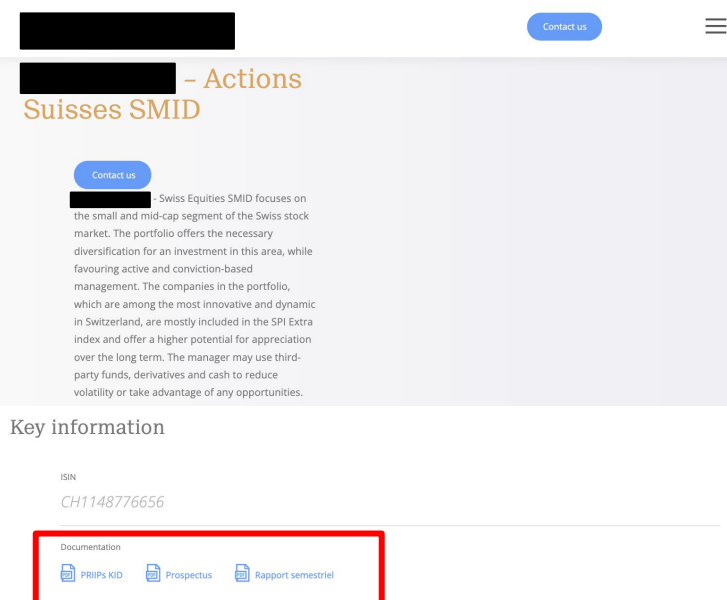
**Investment products deserve a better digital experience and distribution channel**

Sources:  
<https://www.accenture.com/ch-en/insights/capital-markets/future-asset-management>  
<https://onfido.com/blog/regional-banks-the-case-for-digital-transformation/>  
<https://alphafmc.com/the-4th-annual-asset-management-digital-readiness-survey-necessity-is-the-mother-of-digital-invention/>



# Status quo: Client interface and experience

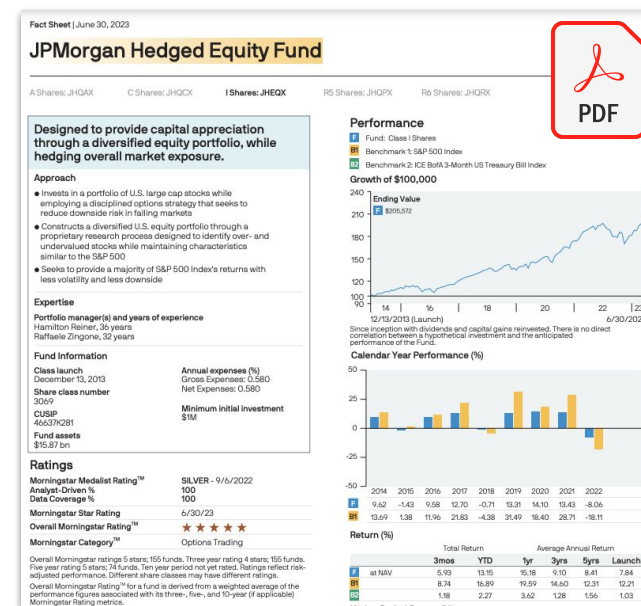
## Static website with link to PDFs



poor UX, no visualization

and

## Monthly PDF factsheet



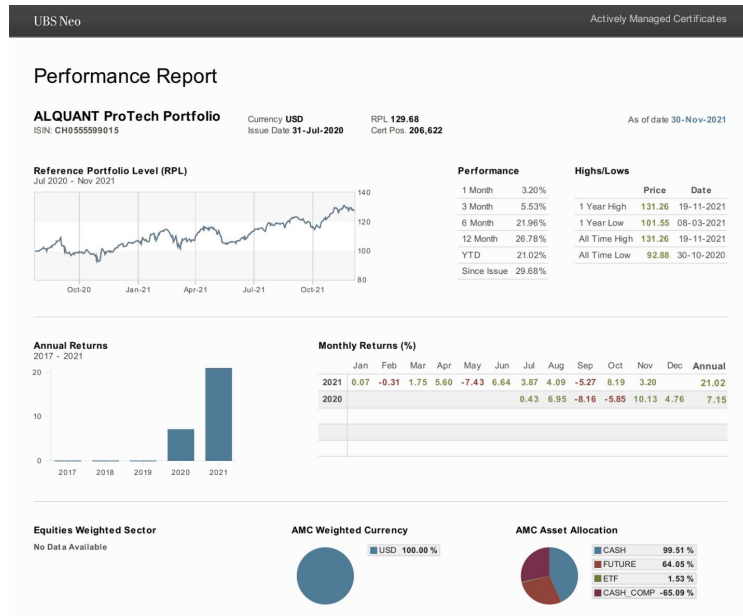
lagged, static, outdated

→ **But 87% of investors today prefer to receive their reports through digital portals**

# Status quo: Factsheet generation

ALQUANT

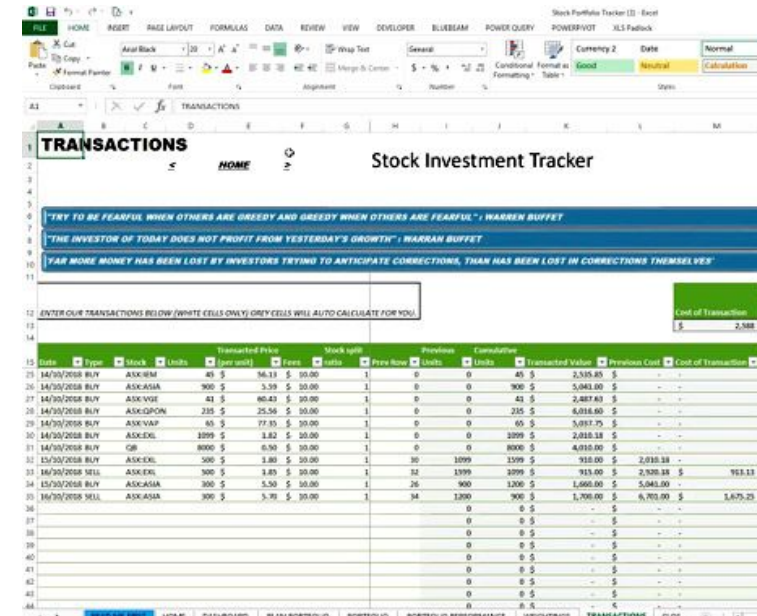
## Automatically generated



standardized, unbranded, not adaptable

or

## Manually generated



prone to errors, lagged, time consuming  
→ on average 90 min per factsheet per month

→ **Both approaches have major issues and limitations**

# Pain points and Finlens

## Pain points

- ⚠ Creating & sending out documents and data manually is **costly & error-prone**
- ⚠ Providing branded & interactive content is **time consuming**
- ⚠ Managing specific investor requests is **stressful**



## Finlens

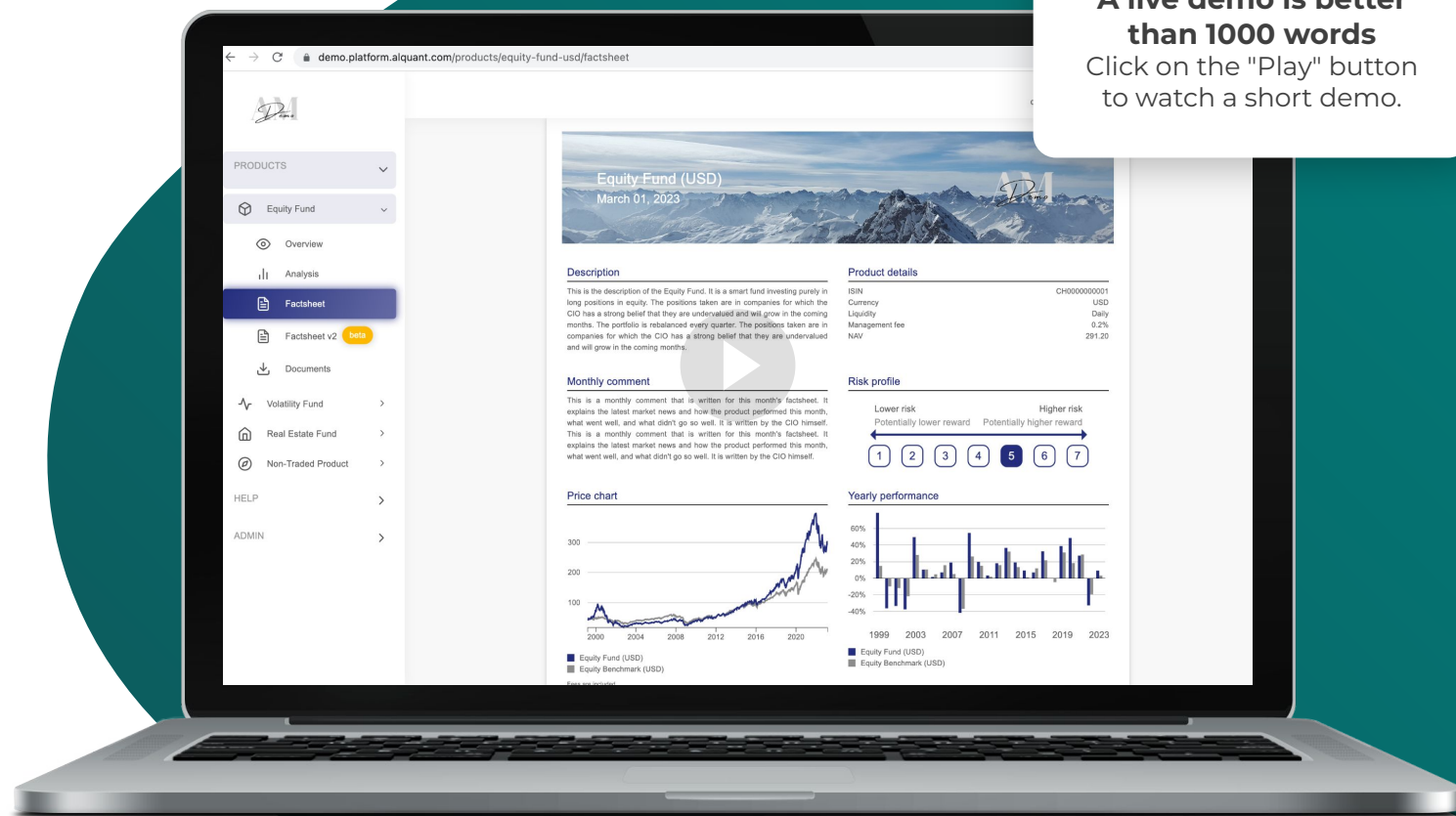
- ✓ **Save time to spend more time on high value-added tasks**
- ✓ **Avoid errors**
- ✓ Meet clients' expectations and offer **great branded digital experience**

# Create your own Digital Investment Product Showroom thanks to Finlens

Finlens, Alquant's solution, empowers asset managers to create their own digital investor portals, integrating seamlessly with their brand and website.

The white-label platform **enhances user experience** and client engagement, while also **reducing operational costs**.

Finlens's scope encompasses the entire range of financial products, including **funds, AMCs, structured products, and managed accounts**.



# Finlens: The Next-Gen Reporting and Marketing Solution



# Differentiation from existing solutions

	Finlens	Web designer	Fund portal
Retain brand layout & avoid competition	✓	✓	✗
Fully flexible & customizable content	✓	✓	✗
Robust & automated data management	✓	✗	✓
Advanced performance analysis	✓	✗	✓
Compliance checks	✓	✗	✓
Control access through login	✓	✗	✗
Sales insights through user tracking	✓	✗	✗
Tailored factsheet generation	✓	✗	✗
Data room	✓	✗	✗
PRIIPs generation	✓	✗	✗



01.



## **“Best of both world”**

Automated factsheet generation while keeping flexibility to adapt it whenever you wish via our simple drag and drop factsheet builder.

02.



## **“Lead generator”**

With its access control, login protection, and user tracking features Finlens can be leveraged to generate leads and drive distribution.

03.



## **“Free of charge”**

Finlens' costs can be charged directly to investment products, and its affordability often leaves the product's TER unchanged.

# Finlens: a no brainer

*“Automating processes and offering clients with a professional and polished appearance are crucial factors in the expansion of AuM, especially for small & mid asset managers. This aspect is frequently heavily underestimated.”*

**Realizing this makes Finlens almost a no brainer:**

- **Provide great digital experience** is central according to major consulting firms  
→ generational wealth transfer
- **Save time by automating repetitive tasks** to focus on higher added value ones
- **Completely tailored:** Retain brand identity and keep flexibility  
→ differentiate from competitors
- **No additional operational expenses** for asset managers, as charges can be directly allocated to the respective products
- **No risk:** “Try it out with just one product” since there is no setup cost
- **Rapid implementation:** Live within a matter of weeks with only minimal input.

## Clients \_\_\_\_\_



**and many more...**

## Awards



**and many more...**

## Partners



WEALTHARC



**"It is a real pleasure working with Alquant, everything always as promised and on time. Our clients can now follow our fund partners with integrated live pricing on our webpage, a real value add."**

CEO at Open Funds  
Investment Services

# Use case 1: Mirante Fund Management

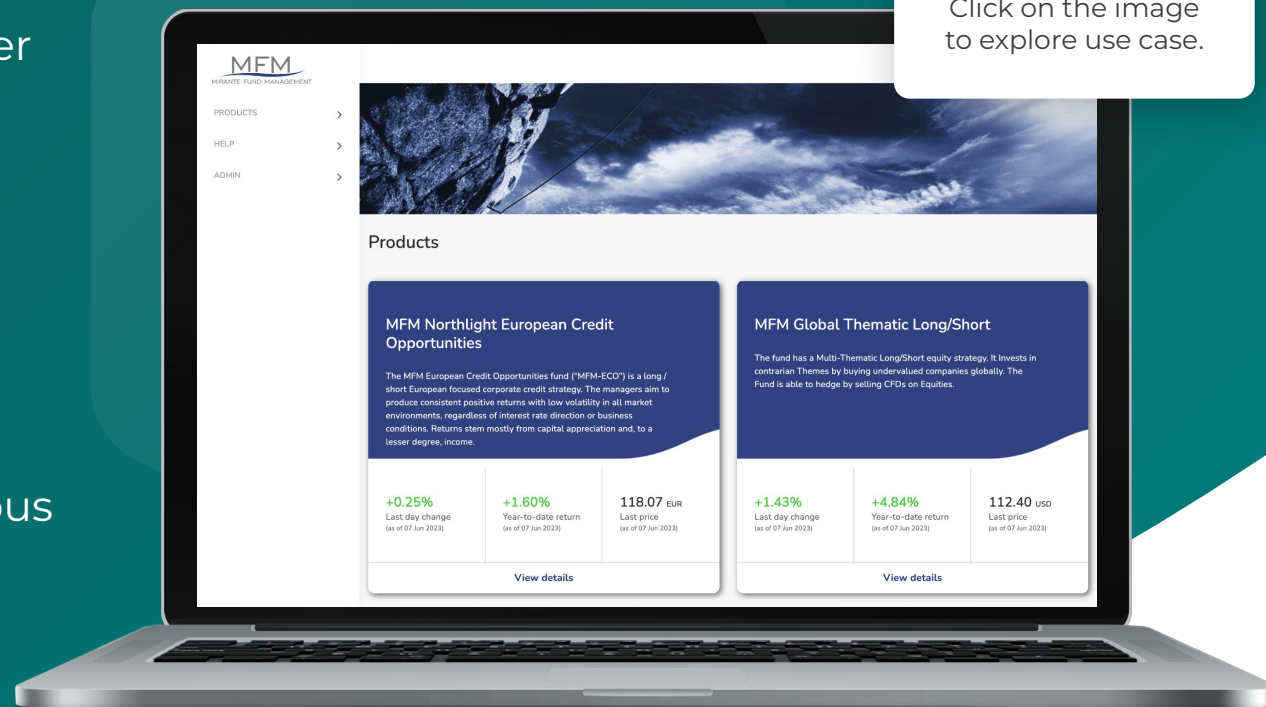
Mirante Fund Management is the fund manager boutique of a Swiss asset manager managing over 2 bln. assets.

**Finlens with 12 investment products and 70 share classes (> 550 Mio. AuM)**

## Main reasons for using Finlens:

- All-in-one solution as opposed to the previous set up involving various services/tools
- Possibility to delegate role to specific portfolio managers
- Offering unified design across all funds

Click on the image to explore use case.



## Use case 2: Cronos Finance

ALQUANT

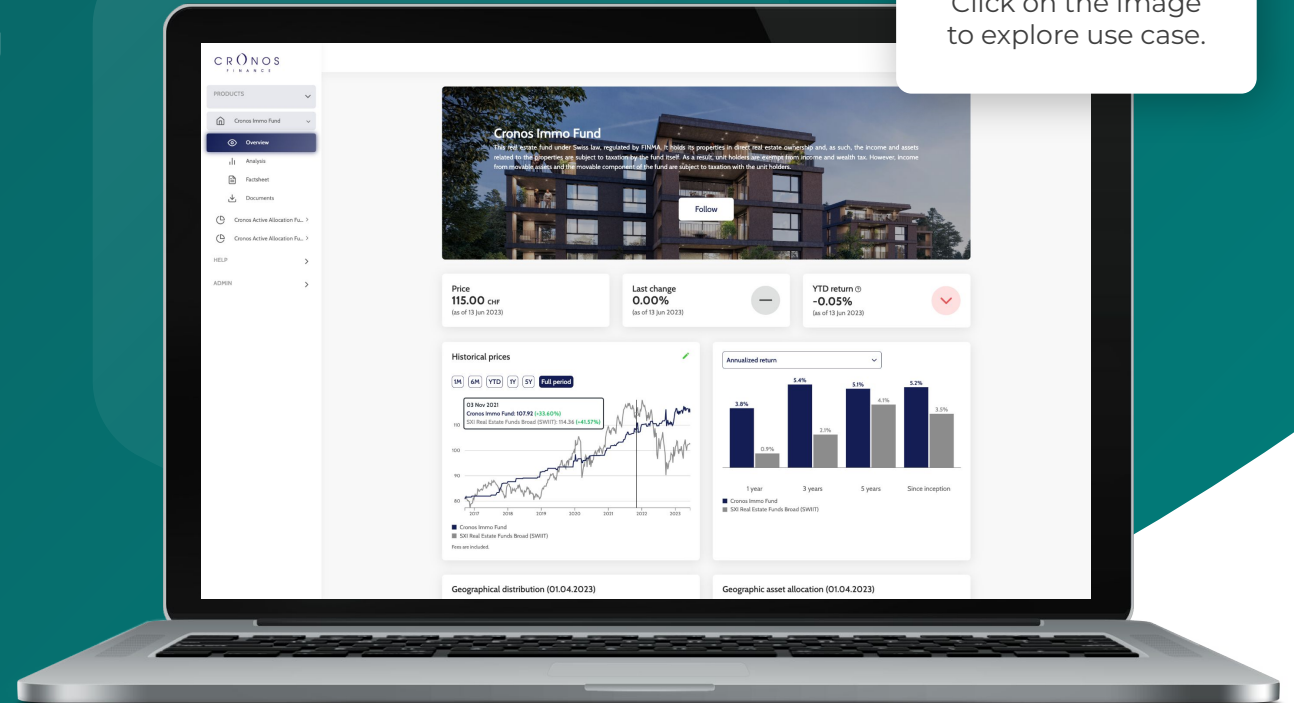
Cronos Finance is a fund manager that, among other products, manages a real estate fund listed on the SIX.

**Finlens covering the reporting of investment products with more than > 1.1 bln AuM**

### Main reasons:

- Communications tools with investors
- Simple and integrated data room
- Ability to define specific roles to different employees

Click on the image to explore use case.



# Use case 3: Banca Credinvest

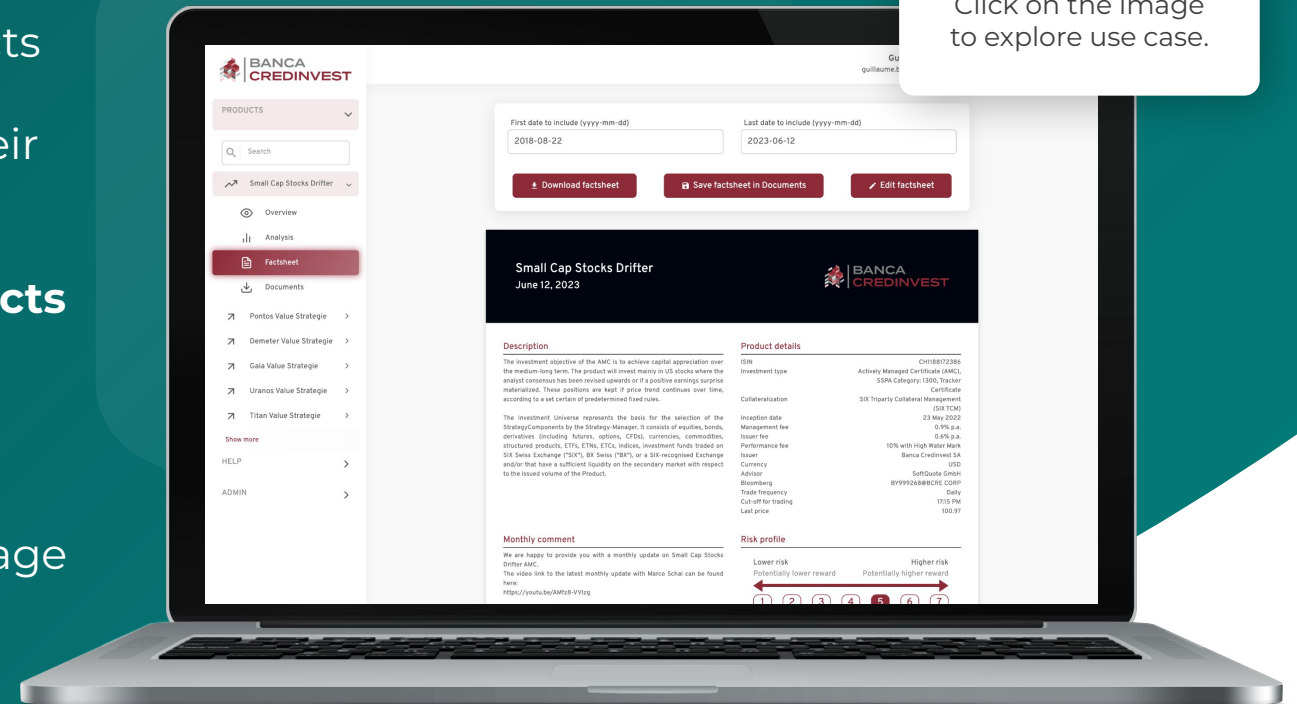
ALQUANT

Banca Credinvest is a Swiss Bank which also acts as Actively Managed Certificate issuer. In this context they offer Finlens to their clients for their factsheet production.

**Finlens with more than 20 investment products**  
(not all public)

## Main reasons for using Finlens:

- Offer product managers the ability to manage their own product section
- Create tailored factsheets template for each product
- Support in PRIIPs creation



## Use case 4: Cité Gestion (6T AM)

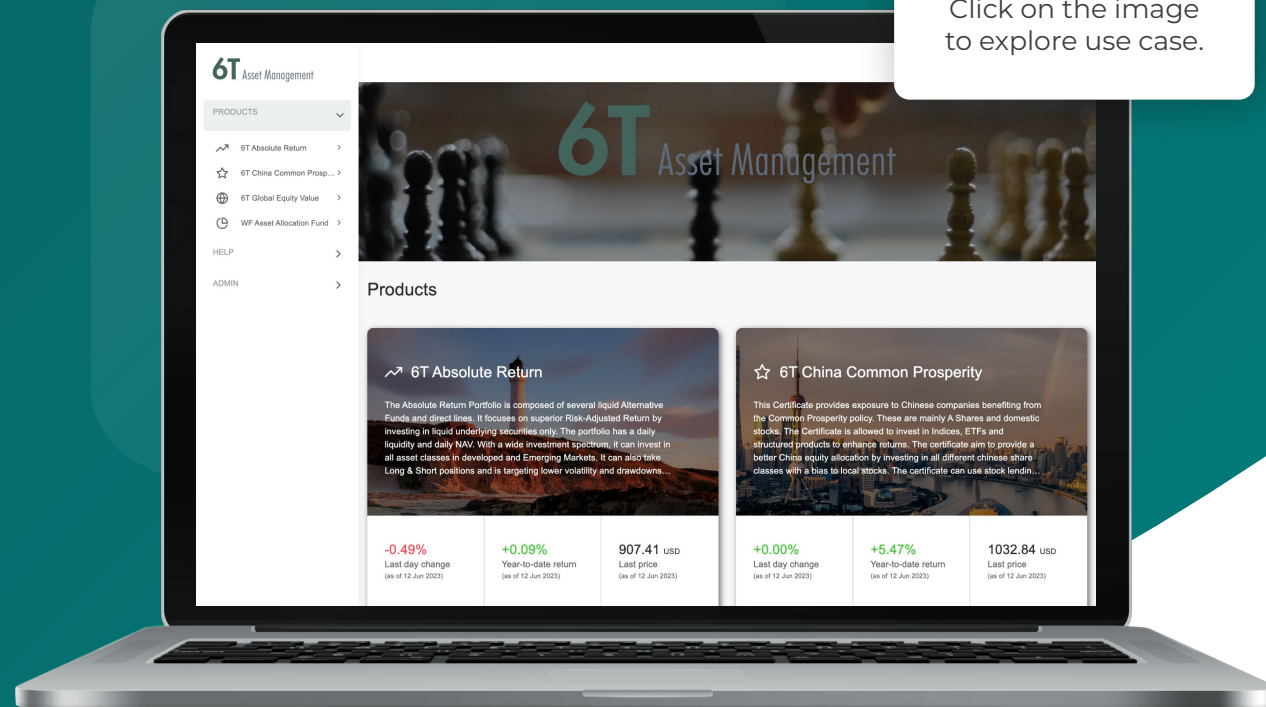
Cité Gestion is a Swiss Bank and their asset management brand (6T) is using Finlens for their range of investment products.

**Finlens with 4 investment products and 5 additional share classes (> 100 Mio. AuM)**

### Main reasons for using Finlens:

- Providing interactive client interfaces
- Always up-to-date performance reporting

Click on the image to explore use case.





# Wrap up: Finlens key benefits

01.



**Provide a great digital experience**  
to your clients

02.



**Save time**  
through  
automated  
reporting (PDF  
factsheets) and  
sales insights

03.



**Retain brand-identity**  
to differentiate &  
drive distribution

04.



**“Free of charge”,**  
as the costs can  
be charged  
directly to  
investment  
products



**Address** \_\_\_\_\_

Guillaume Bourquenoud  
Chief Executive Officer

079 594 93 17  
gb@alquant.com

Chemin de Mongevon 25  
1023 Crissier  
Switzerland

**Online** \_\_\_\_\_

[https://alquant.com/solution/  
white-label-platform](https://alquant.com/solution/white-label-platform)

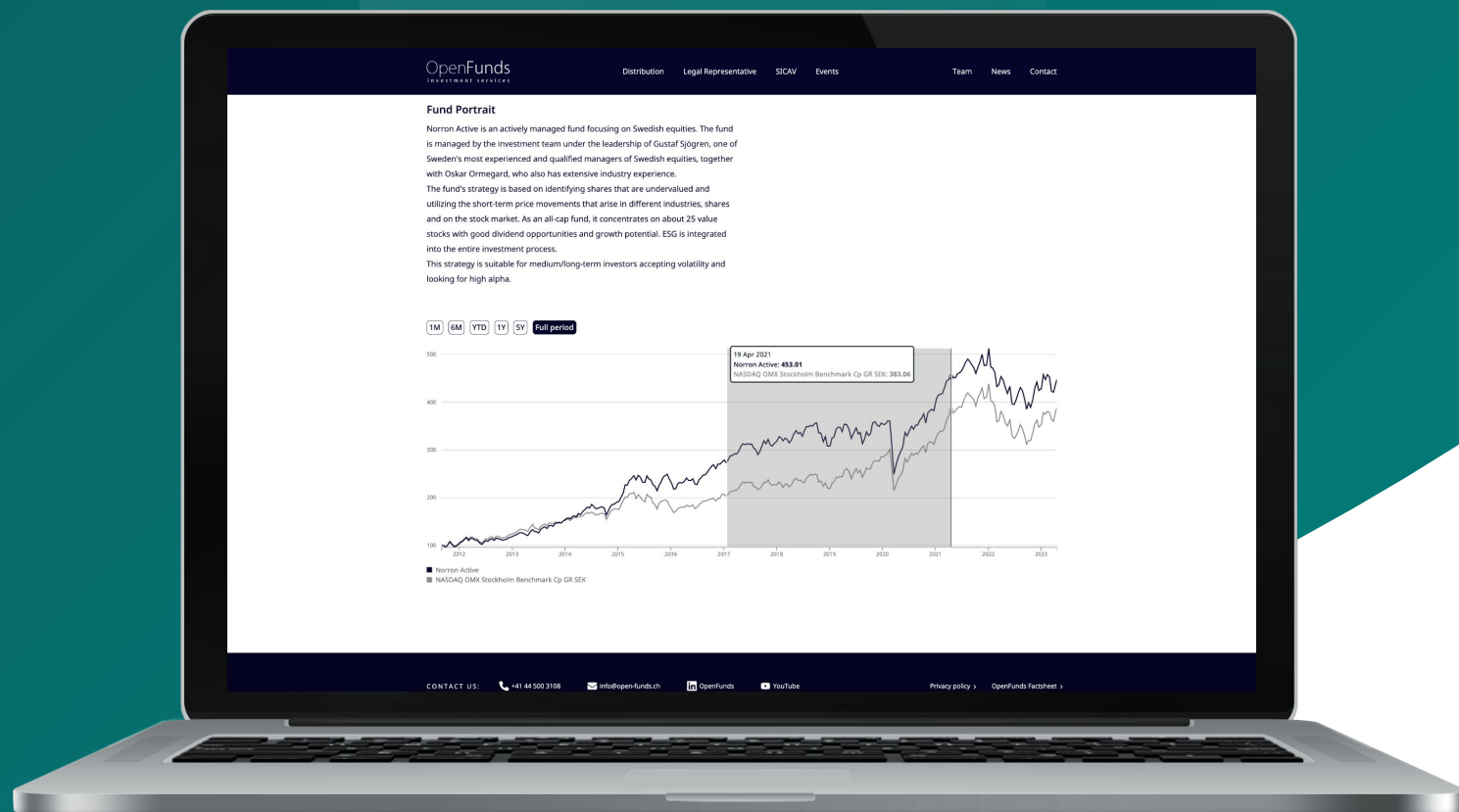
[www.alquant.com](http://www.alquant.com)

[linkedin.com/company/al  
quant/](https://linkedin.com/company/alquant/)

# Appendix

# Appendix: Add interactive components directly on your website

- You also have the option of inserting interactive and automatically updated components directly on your website.
- This way you don't have to redirect users to static PDF components that are often not up-to-date.

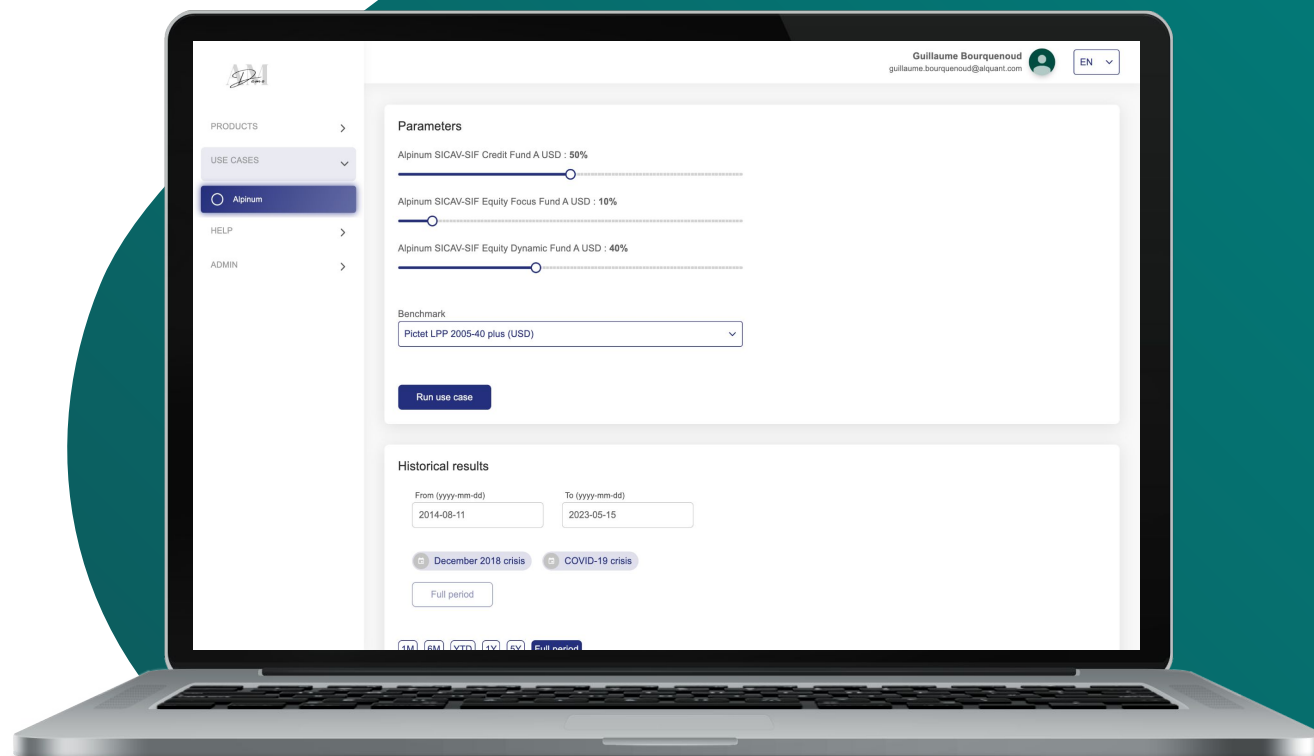


# Appendix: Development of tailored features or components

**Need a missing feature or a dedicated component?  
We've got you covered, our team of software engineers can develop tailored solutions for you.**

We have successfully developed several components for our existing clients. Here are a few examples:

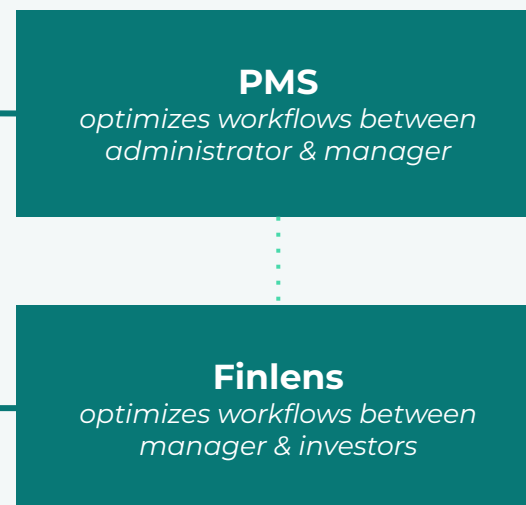
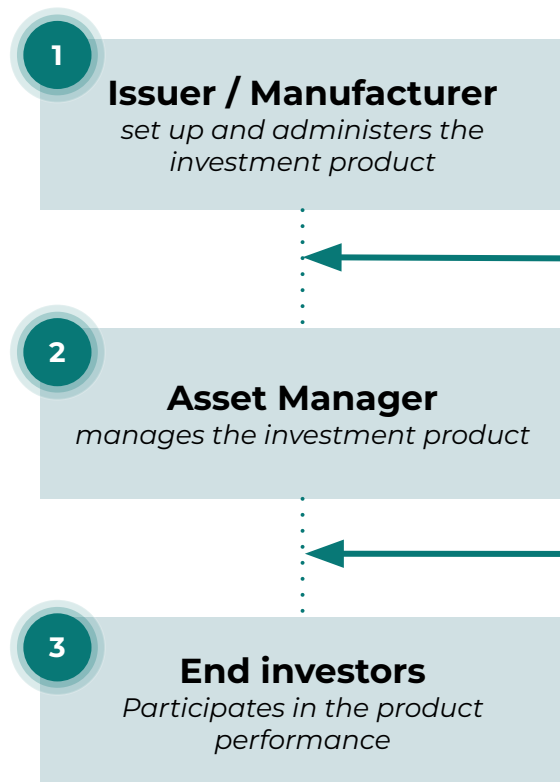
- **Dynamic Model Portfolio:** Showcasing strategies and asset allocation through simulation.
- **Automated Portfolio Holding:** Automatic updates for portfolio holdings.
- **Timeline-Based Feed and News Section:** Displaying relevant news and updates.
- **Peer Group Comparison:** Comprehensive benchmarking of performance.



# Appendix: Where does Finlens fit in the investment product process?



## Investment Product



# Appendix: Finlens Pricing

Feature	Annual pricing
<b>Product-specific interactive section</b> <i><u>Mandatory</u></i> <i>including Overview, Performance analysis, Document, and Admin subsection</i>	CHF 750 <i>per fund/product</i> <i>(not share class dependent)</i>
<b>Tailored factsheets generator</b>	CHF 750 <i>per fund/product</i> <i>(not share class dependent)</i>
<b>Automated NAV/Price updates</b>	CHF 500 <i>per ISINs</i> <i>(share class dependent)</i>
<b>Automated portfolio holdings &amp; breakdown updates</b>	CHF 1'250 <i>per fund/product</i> <i>(not share class dependent)</i>

Due to Development and Setup Costs: The minimum annual pricing per project is CHF 6'000.

# Disclaimer

This document is provided for your information and marketing purposes only. It is confidential and does not carry any right of publication, reproduction or disclosure, in whole or in part, to any other party. Any information including facts, opinions or quotations, may be condensed or summarized and is expressed as of the date of writing. The information may change without notice. Alquant AG ("Alquant") is under no obligation to ensure that such updates are brought to your attention. Alquant, their affiliates, directors and employees are hereinafter jointly referred to as the Company.

The products and services described in this document may not be eligible or suitable for sale in all jurisdictions or to certain categories of investors, in particular not for persons subject to a jurisdiction that prohibits such publication and distribution.

No undertaking, representation, warranty or other assurance is given, and none should be implied, as to, and no reliance should be placed on, the accuracy or completeness of the information or opinions contained in the document. The information contained in the document is subject to completion, alteration and verification. The document is partly based on information obtained from sources believed to be reliable but are not guaranteed as being accurate, exact, complete, appropriate or up to date. The Companies' opinions and estimates constitute the Companies' judgment and should be regarded as indicative, preliminary and for illustrative purposes only. The information and opinions expressed in this document do not constitute an investment advice or recommendation, and shall not be construed as a solicitation or an offer for sale or purchase of any product, to effect any transactions or to conclude any legal act of any kind whatsoever. Nothing in this document is based upon the consideration of the particular needs, investment objectives and financial situation of any specific investor, nor are they a complete statement of the products, services, markets or developments. The products are not suitable for all investors.

The document shall not form the basis of or be relied upon in connection with any contract or commitment to acquire any products. In addition, the analyses are not and do not purport to be appraisals of any asset, business or any other entity nor do the Companies make any representations as to the legal, tax or accounting effects of investing in these products. Potential investors should consult with legal, tax, accounting and other advisors and must read final offering and product documents prior to making a decision. This document is subject to a more complete description and does not contain all of the information necessary to make an investment decision, including, but not limited to, the risks, fees and investment strategy.

The performance is based on historical data. Past performance is no indication of current or future performance. The value of units can fluctuate. The performance shown does not take into consideration any subscription or redemption fees and/or commissions.

The performance information presented in this document including charts and tables include backtested performance. Backtested performance is hypothetical (it does not reflect trading in actual accounts) and is provided for informational purposes only to indicate historical performance had the strategies been available over the time periods noted. Backtested performance shown is not an indicator of future actual results. The results reflect performance of portfolios not historically offered to investors and do not represent returns that any investor actually achieved. Backtested results are calculated by the retroactive application of portfolios constructed on the basis of historical data provided and based on assumptions integral to portfolio construction principals which may or may not be testable and are subject to losses. The price and value of investments mentioned and any income that might accrue could fall or rise or fluctuate. Foreign currency rates of exchange may adversely affect the value, price or income of any products.

All statements of opinion and/or belief herein and all projections, forecasts or statements relating to expectations regarding future events or the possible future performance represent the Companies' own assessment and interpretation of information available to it currently. No representation is made or assurance given that such statements, view, projections or forecasts are correct or that the objectives will be achieved.

The Companies may have or have had positions or holdings, or other material interest or effect transactions in the products described in the document. The Companies may be providing, or have provided advice or other investment services in relation to the investment concerned or a related investment to any company or issuer mentioned.

In no event shall the Companies have any liability whatsoever to any person for any direct or indirect loss, liability, cost, claim, expense or damage of any kind, whether in contract or in tort, including negligence, or otherwise, arising out of or related to the access to or the use of the document, the use of all or part of the information contained therein.