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Finlens

Transforming the way investment products are marketed

with streamlined reporting, engaging websites, and tailored client portals - always up to date.



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- Monthly PDF factsheets are outdated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

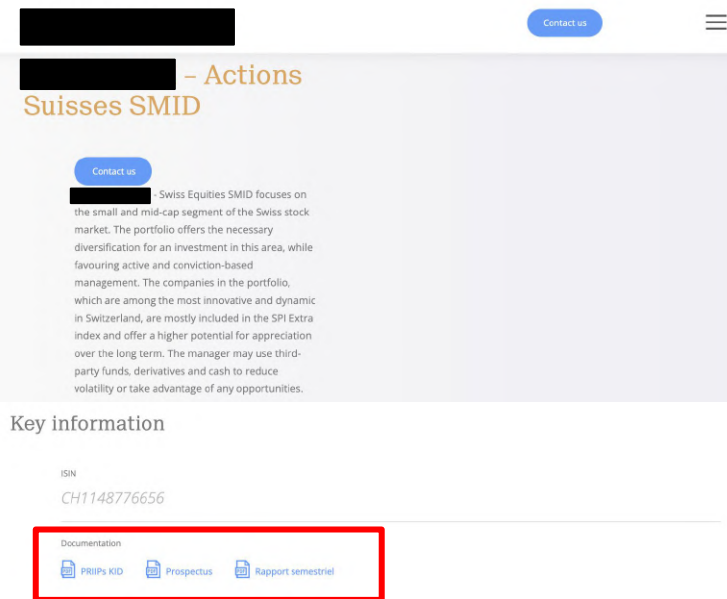
Sources:
<https://www.accenture.com/ch-en/insights/capital-markets/future-asset-management>
<https://onfido.com/blog/regional-banks-the-case-for-digital-transformation/>
<https://alphafmc.com/the-4th-annual-asset-management-digital-readiness-survey-necessity-is-the-mother-of-digital-invention/>



Status quo: Client interface and experience

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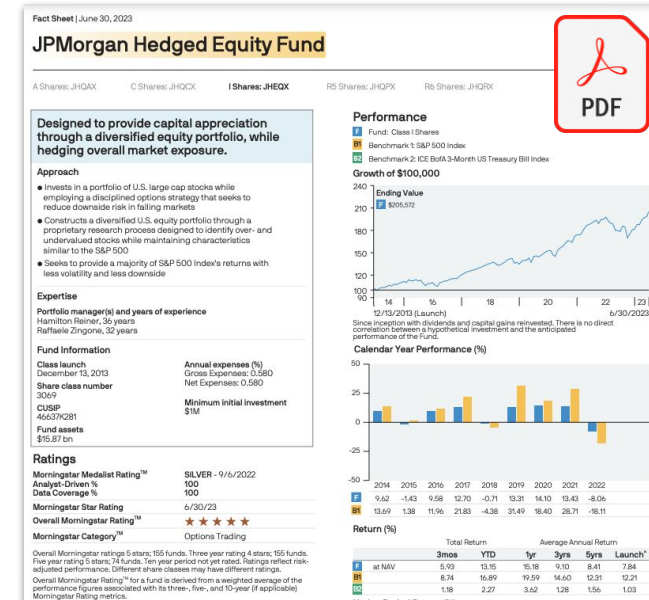
Static website with link to PDFs



poor UX, no visualization

and

Monthly PDF factsheet



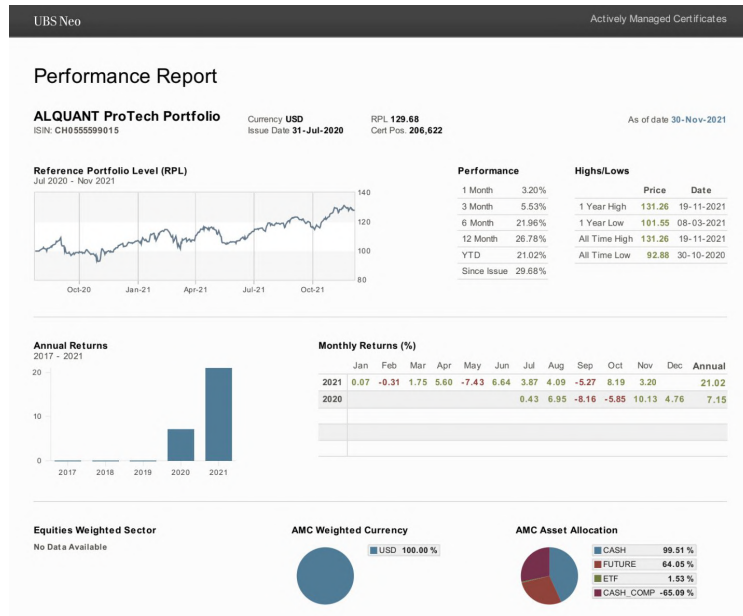
lagged, static, outdated

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

Status quo: Factsheet generation

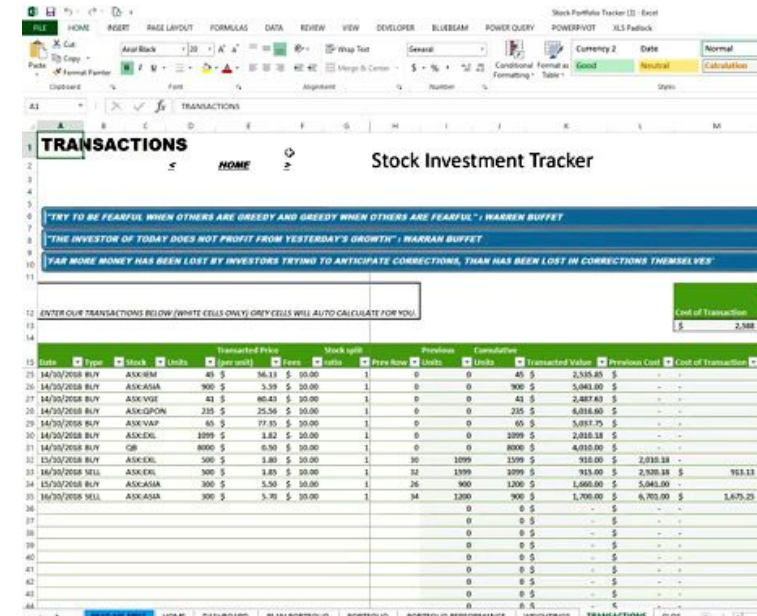
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Automatically generated



standardized, unbranded, not adaptable

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

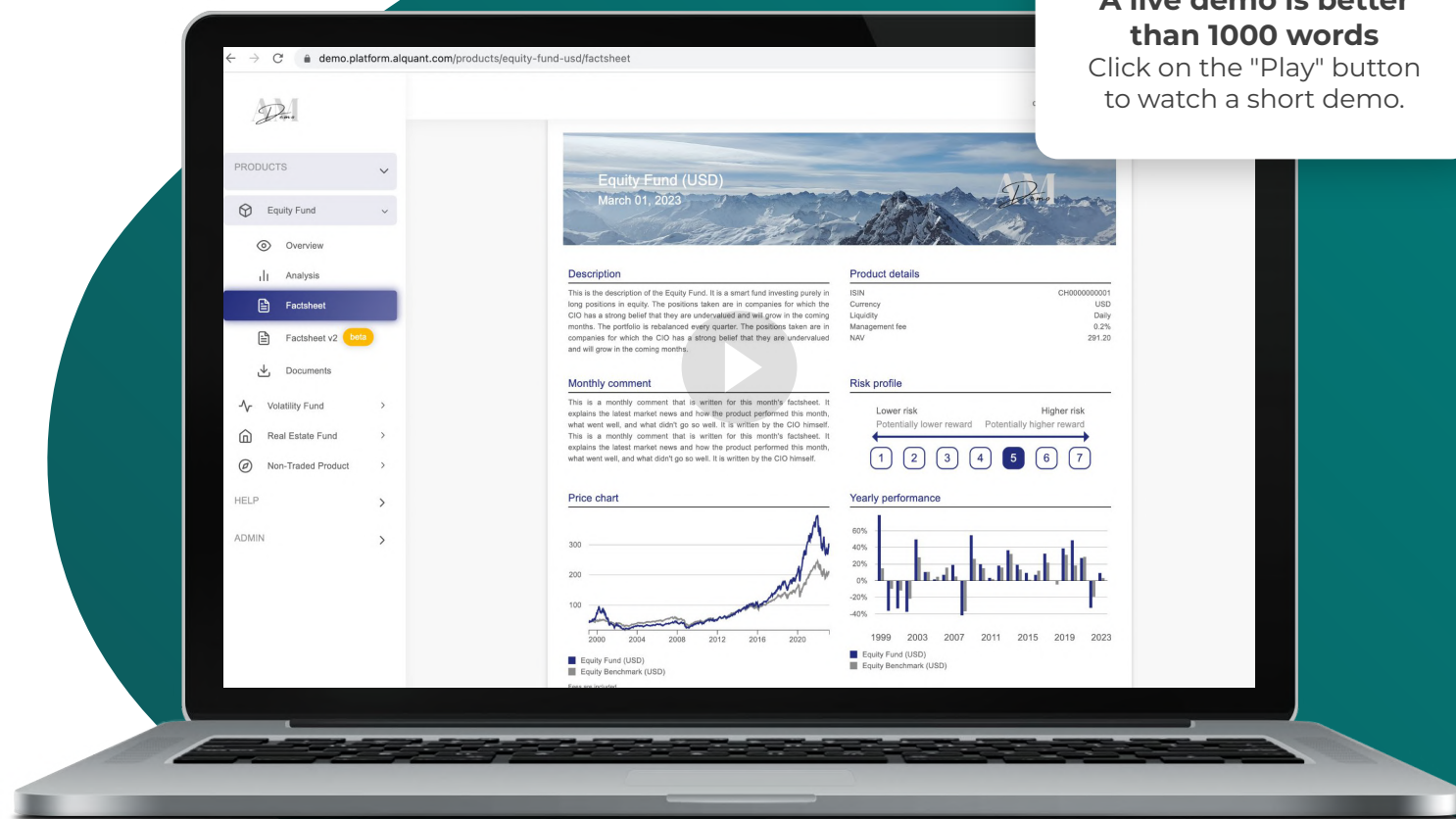
- ✓ **Save time to spend more time on high value-added tasks**
- ✓ **Avoid errors**
- ✓ Meet clients' expectations and offer **great branded digital experience**

Create your own Digital Investment Product Showroom thanks to Finlens

Finlens 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 (BETA)	✓	✗	✗

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 digital 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.

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Click on the logos to explore real life examples!



Partners

Testimonials

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Vincent Bonnard, Founding Partner at FINANZLAB

"Automating processes and maintaining a professional & polished appearance are key for growing AuM, especially for small to mid-sized asset managers. Finlens excels in addressing these crucial aspects. I highly recommend it to any asset manager."



Bilal Jusufi, Partner at Lakefield Partners AG

"We chose Finlens for its modern approach and superior interactivity, which significantly enhances the client experience - qualities that truly distinguish Finlens from other solutions. We are very satisfied with our choice. The team is remarkably responsive and flexible, consistently providing effective solutions to challenges that arise."



Sandro Francioni, Founder & CEO at FALGOM AG

"We recently switched to Finlens and are extremely pleased with our decision. Finlens surpasses our previous provider in flexibility and customization. They are very reactive, quickly respond to our needs, help us find the best solution for our product and implement it swiftly. Additionally, it's far more cost-effective. The development team at Finlens also regularly introduces new features, enhancing our experience further. Had we discovered Finlens sooner, it would have been our first choice."



Adi Wenzel, CIO at SSI Asset Management AG

"Finlens revolutionizes our factsheet production by automating processes and reducing errors. This saves us significant time, allowing our team to focus on higher value activities. Its intuitive drag-and-drop feature allows for easy customization of content and design, blending automation with flexibility effectively."

Key Figures

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\$7+ bln

in AuM are invested in products for which Finlens automates reporting and provides interactive analysis.

300+

investment products harness the power of Finlens and its cutting-edge functionalities for seamless automation and an exceptional investor experience.

30+

esteemed financial institutions place their trust in Finlens.



Use case 1: Mirante Fund Management

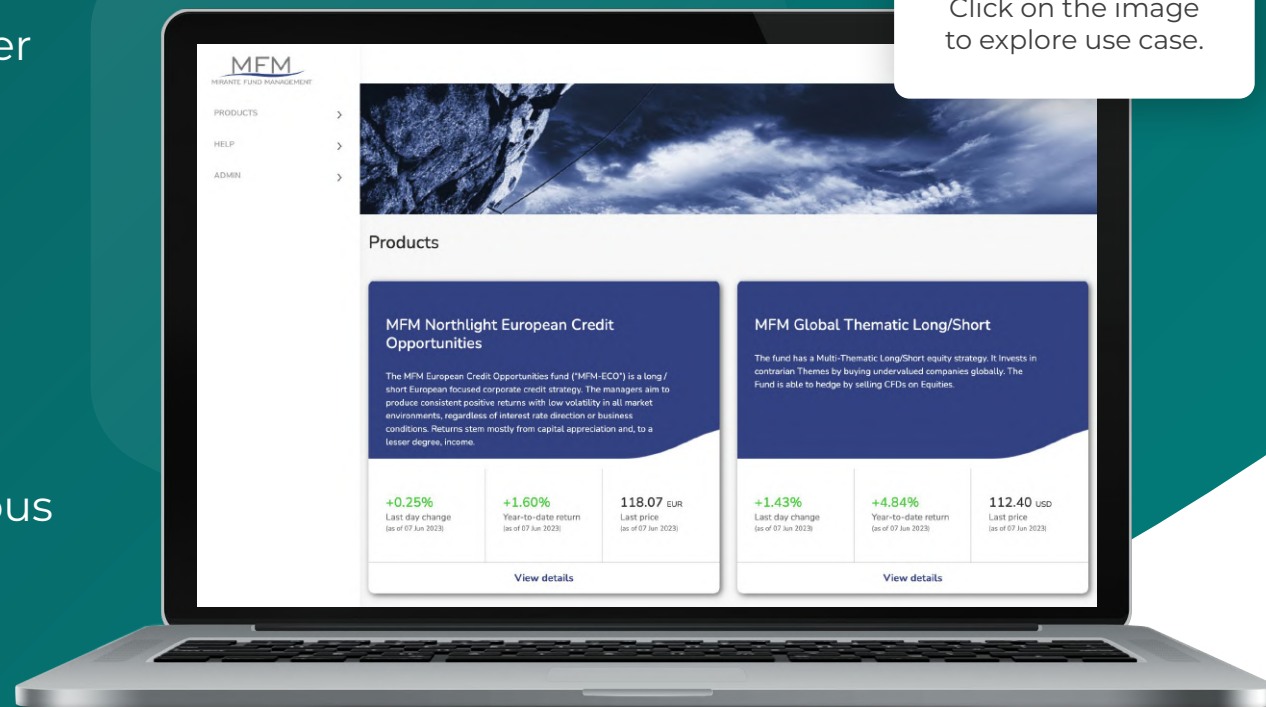
Mirante Fund Management is the fund manager boutique of a Swiss asset manager managing over 2 bln. assets.

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

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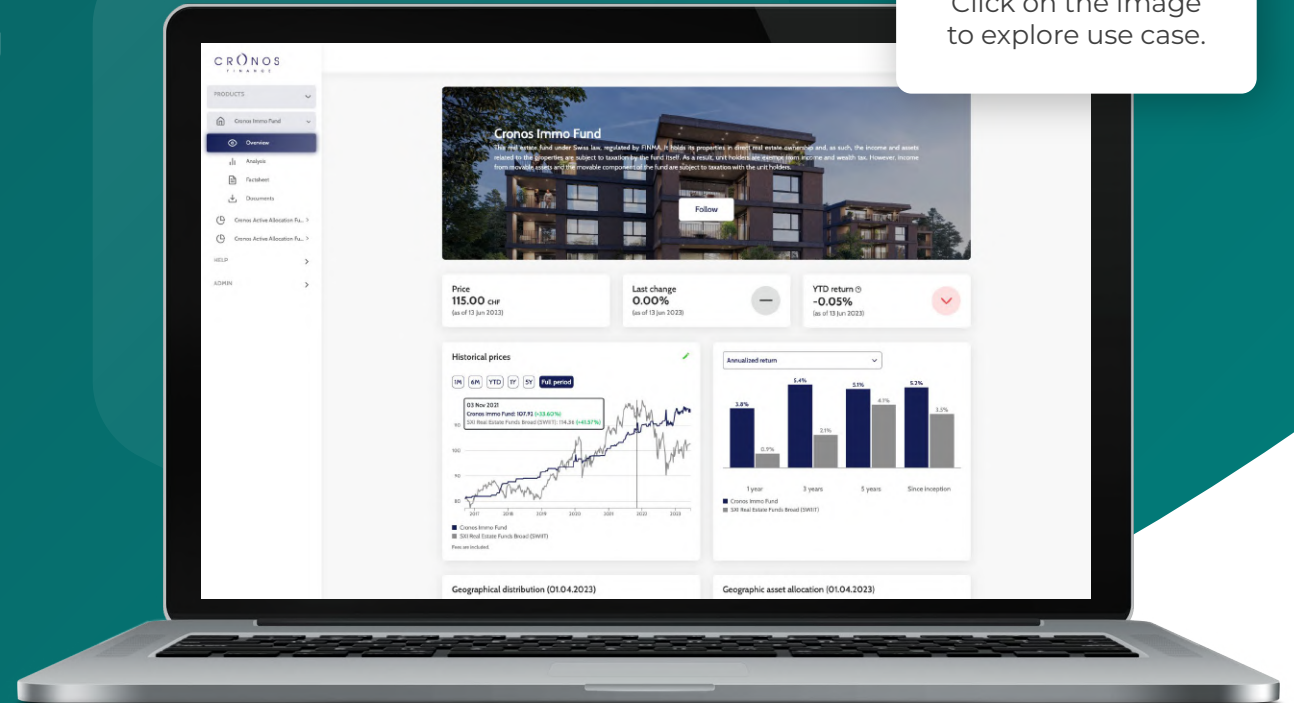
Cronos Finance is a fund manager that, among other products, manages a real estate fund listed on the SIX.

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

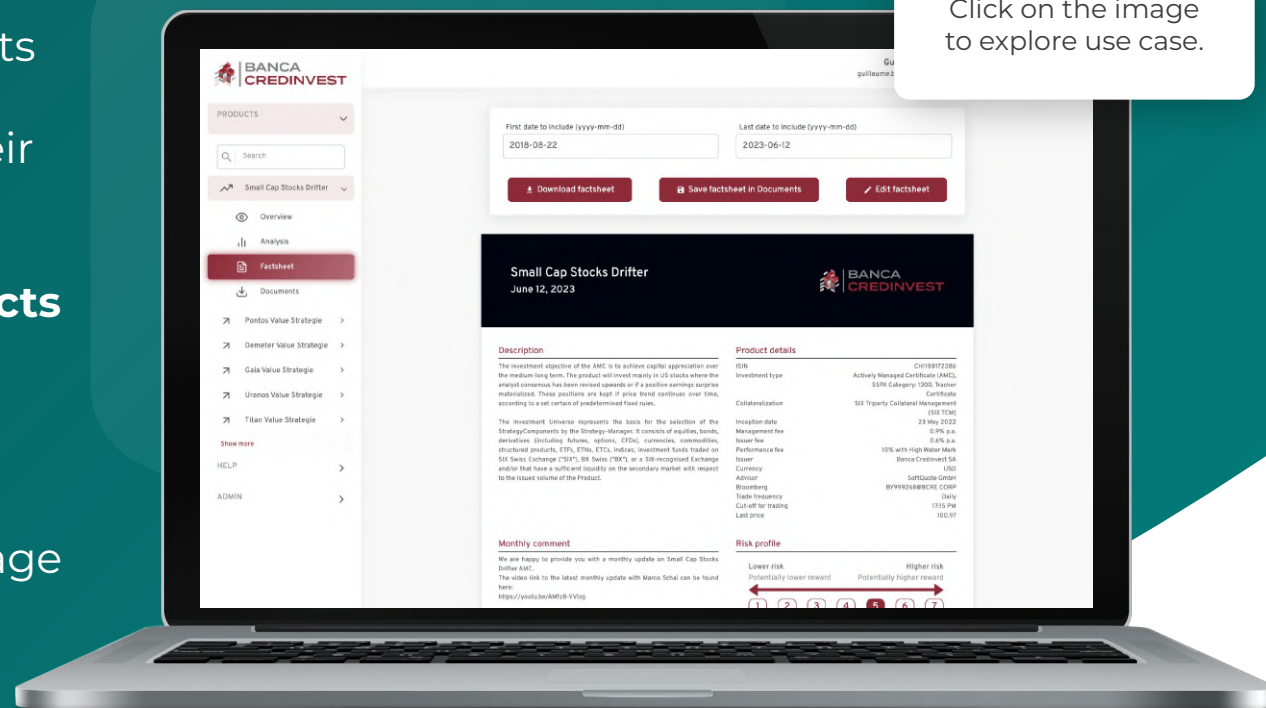
Banca Credinvest is a Swiss Bank which also acts as Actively Managed Certificate issuer. In this context they offer Finlens to their clients for their factsheet production.

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

Click on the image to explore use case.



Use case 4: Cité Gestion (6T AM)

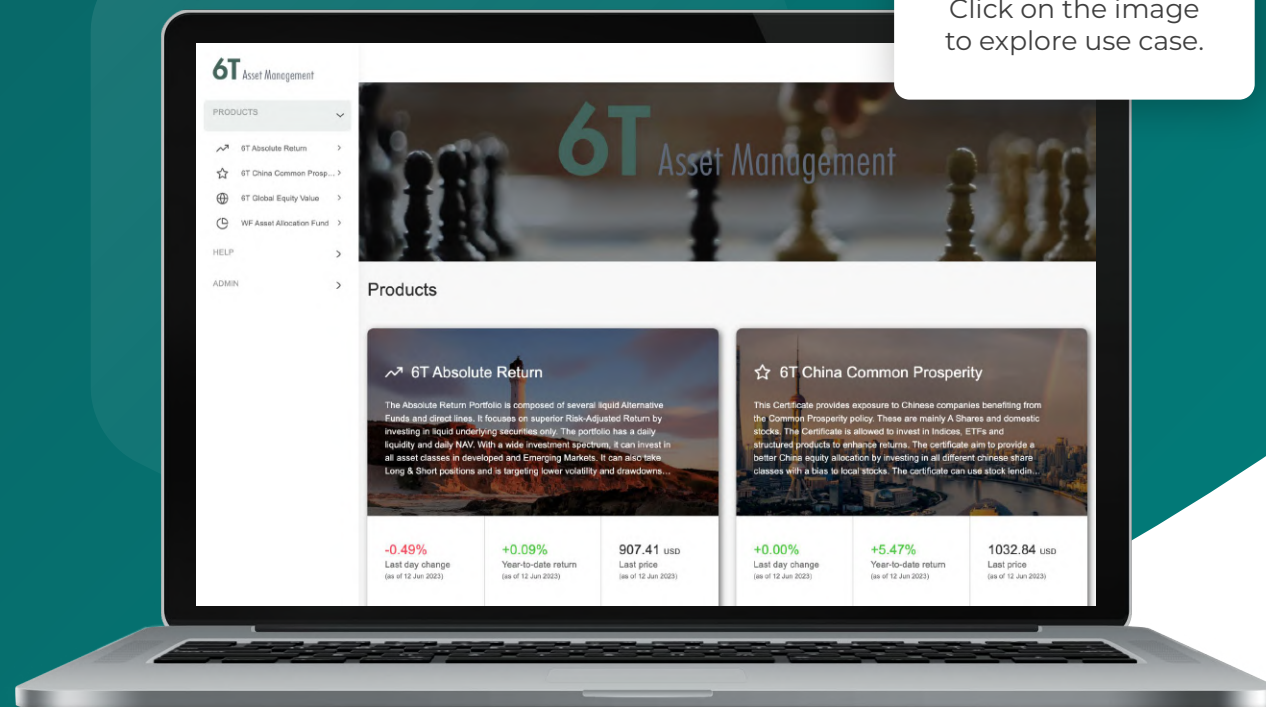
Cité Gestion is a Swiss Bank and their asset management brand (6T) is using Finlens for their range of investment products.

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.

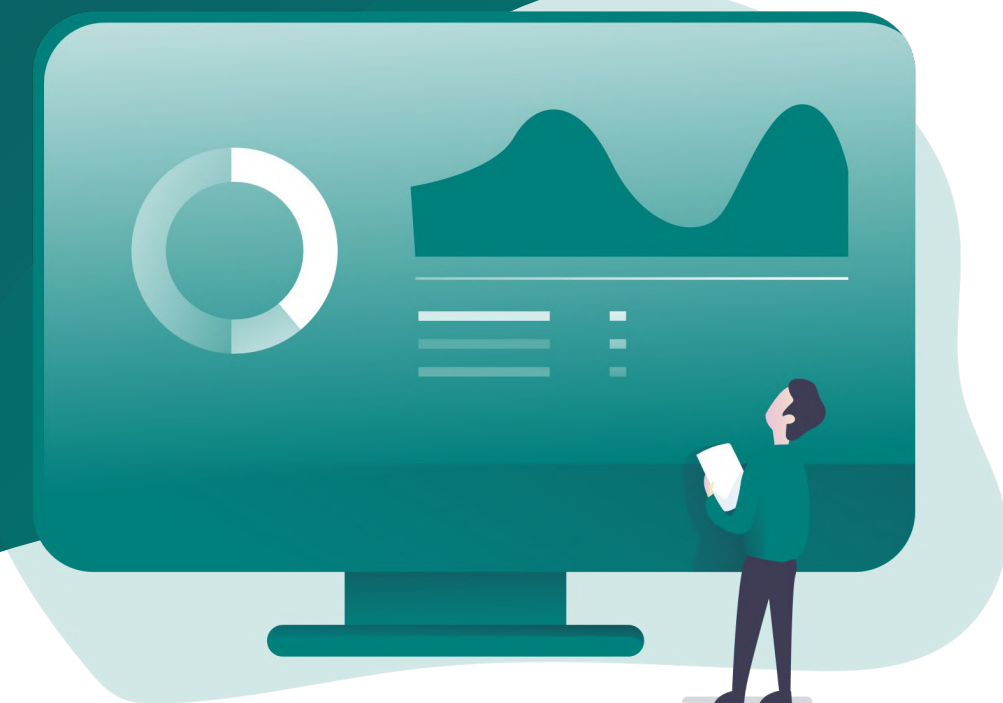


Retain brand-identity
to differentiate &
drive distribution

04.



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



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

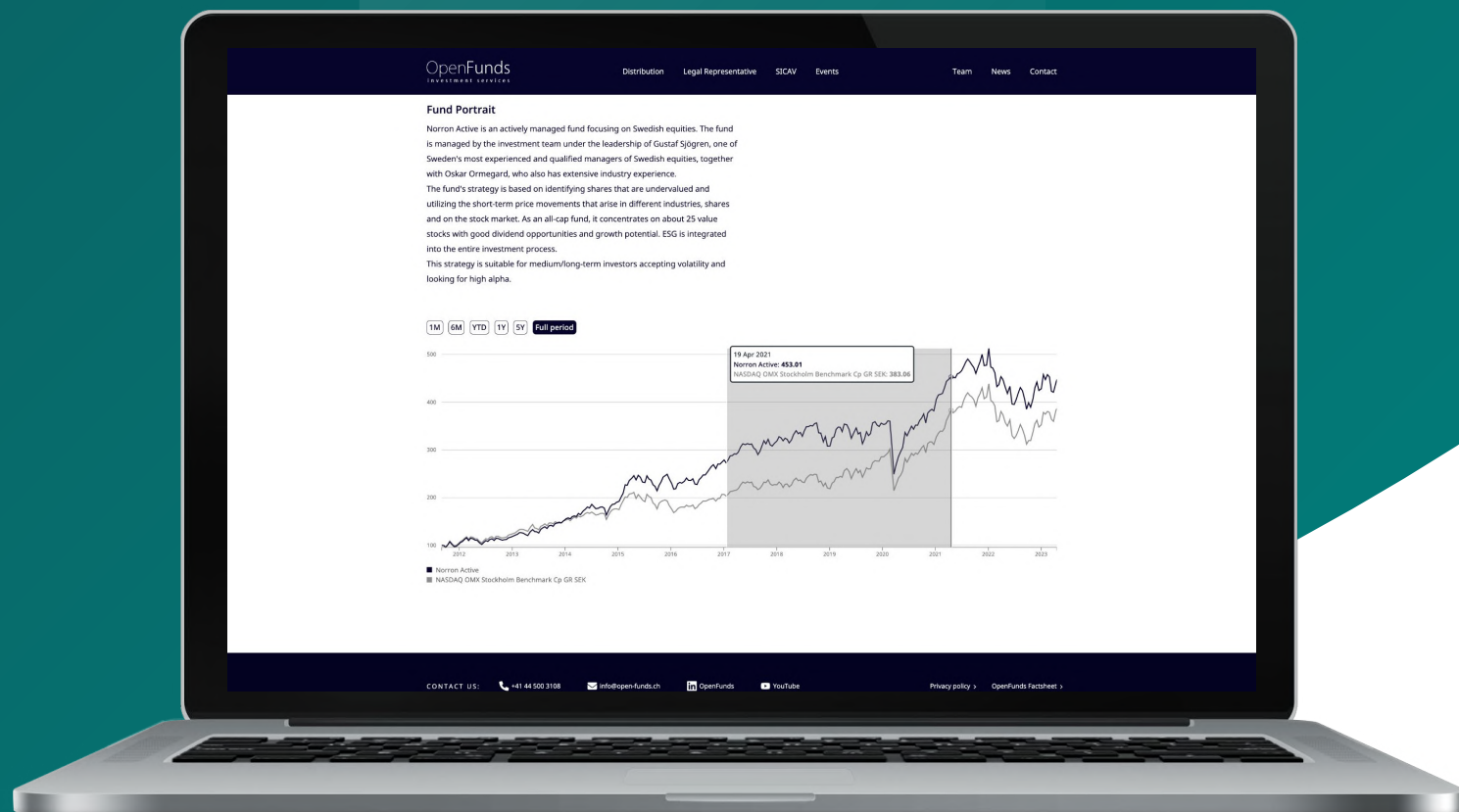
www.alquant.com

[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.

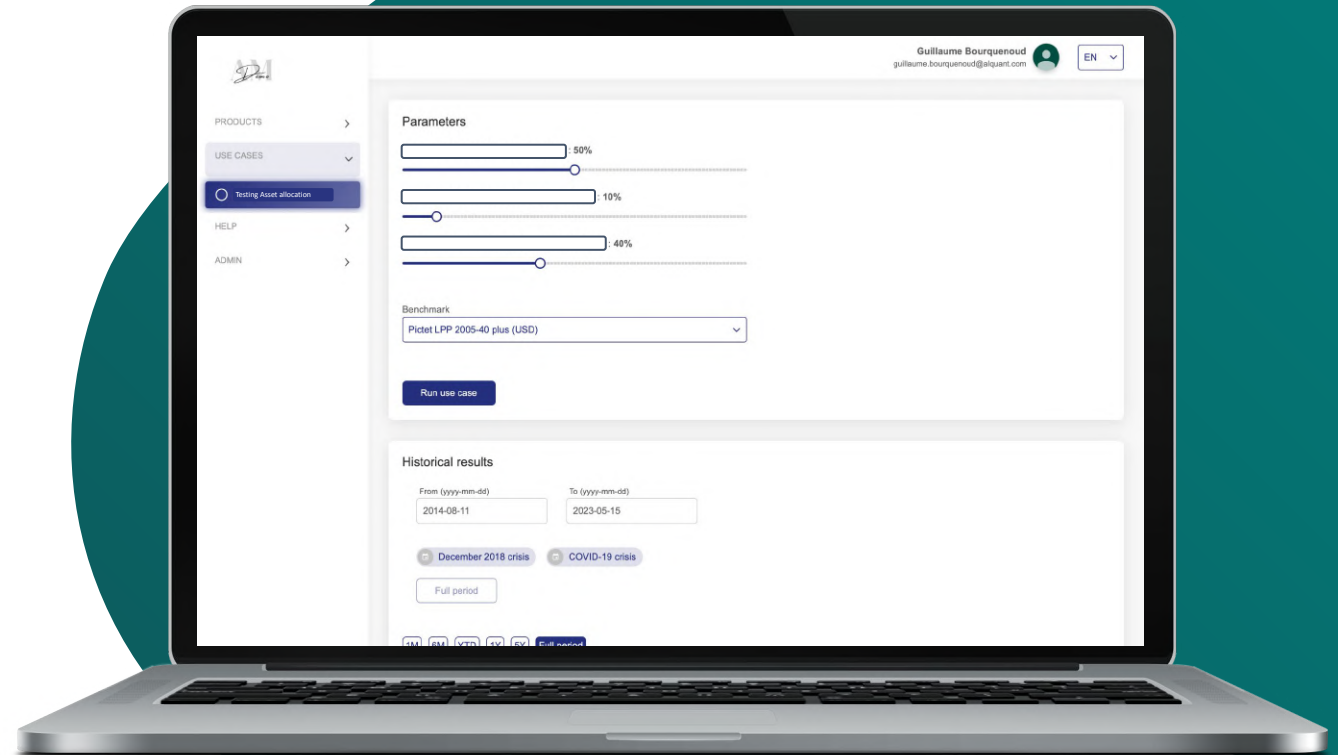


Appendix: Development of tailored features or components

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:

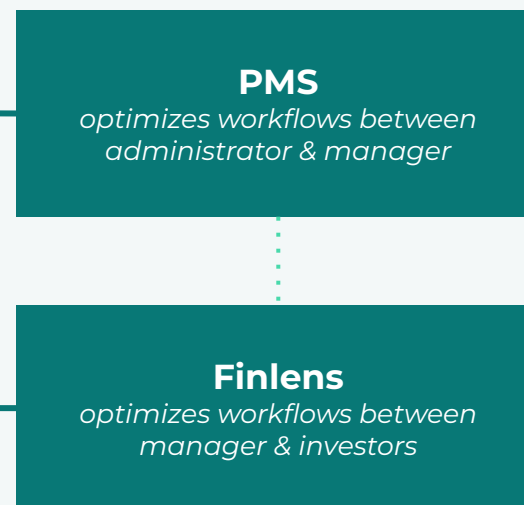
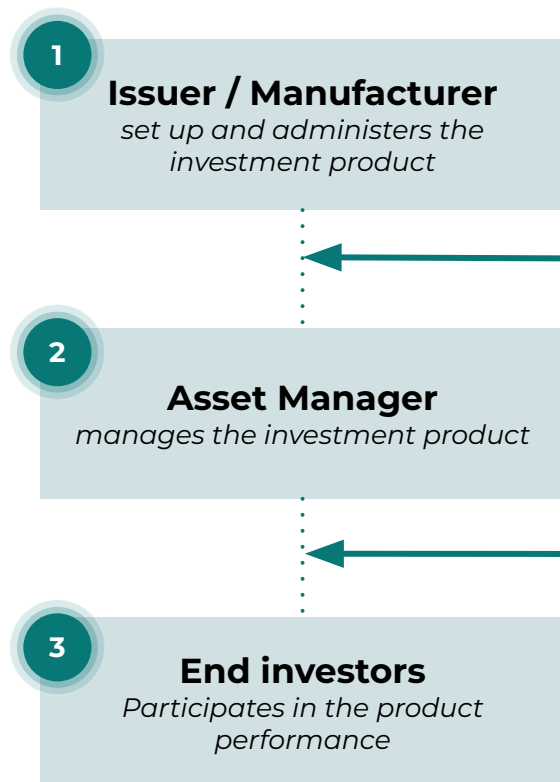
- **Dynamic Model Portfolio:** Showcasing strategies and asset allocation through simulation.
- **Automated Portfolio Holding:** Automatic updates for portfolio holdings.
- **Timeline-Based Feed and News Section:** Displaying relevant news and updates.
- **Peer Group Comparison:** Comprehensive benchmarking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



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



Investment Product



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Appendix: Finlens Pricing (valid until 2024-12-31)

Feature

Annual pricing

Product-specific interactive section

Mandatory
including Overview, Performance analysis, Document, and Admin subsection

CHF 900
per fund/product
(not share class dependent)

Tailored factsheets generator

Optional

CHF 900
per fund/product
(not share class dependent)

Automated NAV/Price updates

Optional Alternatively the client can choose to upload the NAVs/prices manually

CHF 600
per fund/product
(not share class dependent)

Automated portfolio holdings & breakdown updates

Optional Alternatively the client can choose to upload these data manually

CHF 1'600
per fund/product
(not share class dependent)

Cost per additional share classes: An additional share class for a product can be added for CHF 250 p.a.

Due to Development and Setup Costs: The minimum total annual fee per client/project is CHF 6'000.

Volume Discount: For total annual fees exceeding CHF 10'000, we offer volume discounts based on the total annual fee. Please don't hesitate to contact us for a personalized pricing quote.