

# Clearstream

## Fund Desk – Distribution Support Services

Product information  
for asset managers

### Enhancing the Vestima One-stop shop for funds

Growing demand for oversight on the fund distribution process has increased asset managers' call for more data, transparency and standardisation along the distribution supply chain. Additionally, asset managers are looking for streamlined processes around distribution contracts and commission management to ultimately have efficient access to a broad sales network. Our Fund Distribution Support Services are helping both asset managers and distributors to face their challenges around fund distribution.

#### Key benefits

##### Greater efficiency

Efficiency gains in fund data distribution and collection along the distribution chain

##### Increasing transparency

Addressing asset managers' needs to bring more transparency and oversight to the distribution process

##### Streamlined processes

Consolidation of complex processes around contract negotiation and commission management

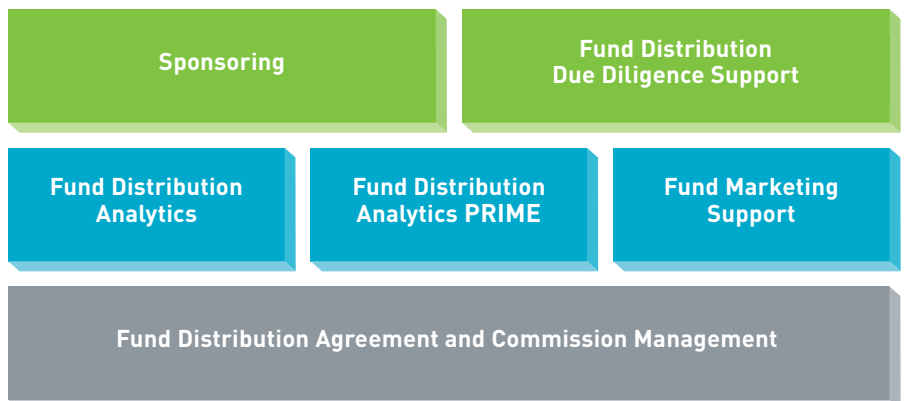
##### Centralised regulatory support/ compliance support

Assisting distributors and asset managers to have full control over distribution chains to comply with new regulatory challenges, such as MiFID II in the European Union and providing support for compliance-based KYD processes

##### Data and insights

Benefit from unparalleled distribution data and fund performance insights, gained from Clearstream's global network of distributors and customers

#### Modular approach: Choose your service package tailored to your business needs



Vestima bundles Clearstream's suite of investment fund services to provide order routing, settlement and asset servicing for mutual funds, ETFs and alternative funds.

Driven by client demand, Clearstream is building on its suite of Vestima services to include fund distribution support and to provide asset managers with the opportunity to expand their current distribution network across the globe and benefit from Clearstream's range of services.

A major catalyst for the expansion into the fund distribution support

space has been MiFID II and its requirement for greater product governance from all participants along the fund processing chain, specifically distributors, as well as the growing need for more transparency.

At a glance, the fund distribution support product range covers negotiation of distribution contracts, compliance support services for both eligibility control and AML/ KYD rules, data exchange to bring fund data from the asset managers to the fund distributors and vice versa, as well as a distribution commission management service.

# Suite of Fund Distribution Support Services

## Fund Distribution Support Services

Clearstream Fund Desk is offering a range of fund distribution support services built on its solid expertise and global network of distributors.

Fund Distribution Agreement	Commission Management	Distribution Data Analytics	Due Diligence Support	Fund Marketing Support
<ul style="list-style-type: none"><li>– Centralised Distribution Agreement Negotiation</li><li>– Maintenance</li><li>– Online Document Access</li></ul>	<ul style="list-style-type: none"><li>– Centralised Calculation</li><li>– Centralised Reconciliation</li><li>– Centralised Collection</li><li>– Payment to Distributors</li></ul>	<ul style="list-style-type: none"><li>– Distribution Reporting and Benchmarking</li><li>– Online Data Provision and Visualisation</li><li>– Customised Reporting</li></ul>	<ul style="list-style-type: none"><li>– Streamlined Collection of KYD/AML Documentation from Distributors</li><li>– Online Document Access</li></ul>	<ul style="list-style-type: none"><li>– Visibility towards Clearstream's Network of Distributors</li><li>– Online Microsite</li><li>– Newsfeed</li><li>– Webinars</li></ul>

### Distribution Agreement

Clearstream maintains a wide distribution network with leading distributors in both international and domestic markets. Thanks to its strong expertise in serving leading asset managers globally, Clearstream proposes a dedicated distribution agreement framework and standard that aims to significantly reduce legal and compliance burdens of the negotiation process. As one of the largest custodians for fund units worldwide, Clearstream's central position between distributors and asset managers is unique.

### Commission Management

Clearstream shields asset managers from the market complexities of managing commission for multiple counterparties by centralising the commission management process. Additionally, the diligent maintenance of the agreements ensures full compliance with changing regulatory requirements. Distribution commissions received from asset managers

are 100 per cent redistributed to distributors and paid on a quarterly basis – accompanied by comprehensive and transparent reporting.

### Distribution Data Analytics

Asset managers benefit from unique distribution data on all their funds covered under the distribution agreement as part of Clearstream's global distribution network and customer base. Clearstream offers reporting of distribution data per distributor and asset class over different periods, thus allowing asset managers to gain deeper insights on how each fund is performing from a sales perspective.

### Distribution Data Analytics PRIME

Building on the provision of distribution data, Clearstream offers asset managers the unique opportunity to receive additional data on all Clearstream customers holding positions in the asset manager's funds.

### Due Diligence Support

Clearstream handles queries with regards to KYD (Know-Your-Distributor) and supports asset managers in the exchange of KYD questionnaires and documentation with the distributors, thereby acting as an efficient central hub.

### Fund Marketing Support

Clearstream provides asset managers with a gateway to deliver relevant information to distributors via customised microsites, newsfeeds and webinars which increases their visibility to a large community of distributors. Clearstream also facilitates the direct exchange of information via dedicated networking opportunities such as events and webinars.

### Fund Provider Portal and Reporting

The digital front-end provides asset managers with an intuitive and dynamic access to transaction, custody and net new money reporting. The Fund Provider Portal also allows asset managers to receive customised reports by distributors, asset classes or individual funds, thus improving their fund performance insights.

### Sponsoring

Asset managers may elect to sponsor certain of the funds they manage, resulting in commercial benefits for distributors.

## Contact information

For further information, please contact your Relationship Manager or our Investment Fund Services team:

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