

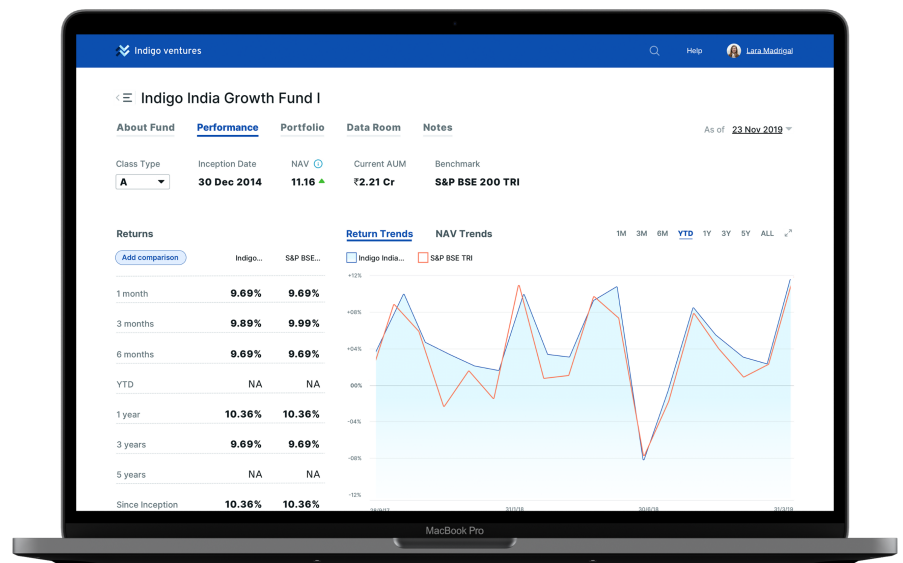
Digitally Transforming Fund Distribution and Reporting

Immediacy

Connectivity

Ubiquity

Re-anchor Your Business Into The New Age



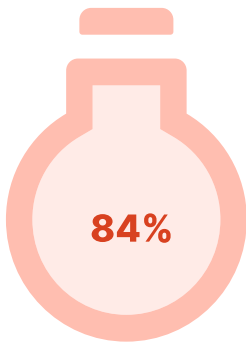
Traditional email based marketing and reporting of Alternative Investments is an outdated form of engagement with distributors/ wealth advisors and investors.

AIFMetrics' closed secure cloud hosted platform connects Fund Managers to their Distributors and Investors through an enhanced digital experience.

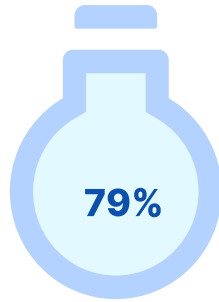
Fund Managers can also cultivate new domestic/ international client segments by distributing through our accredited network of Distributors/ Wealth Advisors.

AIFMetrics onboards all types of Alternatives including VC/PE, Venture Debt, Hedge, Long Only, Structured Credit, Special Situation, Pre IPO, Real Estate, PMS, MLD, Co-Investments and all other alternate structures inaccessible in the public domain.

Alternate Fund Managers Prioritize Digital Transition



Investors plan to increase their allocation to alternatives in the next 5 years



AIFs building capabilities in new digital platforms



AIFs accessing new markets & client groups through digitization



AIFs embracing digitization to cater to millennials

Source – Preqin Global Alternatives Report, 2020
Alternative Investments 3.0 Digitize or Jeopardize; KPMG 2020

Digitally transform with AIFMetrics



On Demand White-Labelled Content

Give Distributors and Inhouse AMC and Wealth advisory sales teams 24/7 secure access to Fund NAV trend, Performance, Portfolio, Data Room, Updates etc. No more opening PDF Fact Sheets.



Personalised Dashboards

Simplified dashboard with analytics for AMC sales teams, Product teams and Distributors. Reflect Distributor specific client statements.



High Impact Marketing

Real-time updated digital fund marketing collateral to distributors. Deliver visually appealing insights and videos apart from static presentations. Plug-in API interface for your wealth advisory sales team.



Empower inhouse Sales teams with Analytics

Real time comparison of AIFs with mutual funds, other benchmarks, portfolio turnover, current price of portfolio stocks etc. with access control features.



Automated Fact Sheets

Publish bespoke Monthly Fact Sheets with a click of a button. Make performance data available to sales teams faster than before.



Distributor Corner

Post and Share insights on portfolio stocks, strategy etc to increase sales through this powerful tool. Build long term relationships with stakeholders, beyond static email communication.



AIFMetrics Platform Connect

Access the AIFMarketplace module to introduce new funds to the domestic/ international advisor universe and expand market reach. Facilitate secondaries on AIFDeals with wealth advisors in their marquee HNI client base.



Multi Jurisdiction and Multi Currency

Domicile agnostic and supports all types of International Funds, International Intermediaries, and International Investors.

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