

THOMSON REUTERS WEBCASTING FOR ASSET MANAGEMENT FIRMS

In today's challenging marketplace, there is an increased need to provide transparency into your company's investment strategies and to differentiate your financial offerings.

But given the need to reduce costs, how can you meet the growing demand for more information? Asset management firms are using webcasting as a cost-effective way to deliver engaging content to clients, prospects and advisors on a secure, easy-to-use Web-based platform.

- Share investment strategy and increase transparency to clients
- Promote investment products and services to your advisor network
- Differentiate your offerings in a competitive marketplace through market education and thought leadership programs

WEBCASTING BENEFITS

Rely on our live and on-demand webcasting solutions to:

- Deliver high-touch global communications to advisors, clients and other stakeholders with more frequency
- Reduce travel and teleconference costs
- Capture registration data and viewer analytics to identify follow-up opportunities and sales leads, and to measure your communication results
- Control the distribution of and access to privileged content with security options including password protection and URL or IP referral check



Webcasting is a cost-effective way to deliver engaging content, such as investment strategy overviews, to your advisor network and investors.

PROMOTE YOUR FINANCIAL PRODUCTS AND SERVICES TO ADVISORS

An essential component of your marketing and sales strategy is to keep advisor networks informed about new developments in your financial suite of products and services. In a competitive marketplace, it's more important than ever to differentiate your value proposition.

Webcasting allows you to cost-effectively distribute information, and to deliver content in a more engaging, interactive way than email or phone calls. Better yet, with our reporting tools you can see exactly which advisors accessed your content to identify follow-up opportunities and gauge how well your communications are resonating.

- Improve the cost-effectiveness and efficiency of content distribution to advisor and wholesaler networks
- Reinforce your value proposition and differentiate your offerings by delivering content in a more engaging, interactive format
- Increase the reach and visibility of your portfolio managers

BUILD BRAND AWARENESS THROUGH SPONSORED TRAINING PROGRAMS

Continuing Education (CE) is a mandatory and integral part of a financial advisor's ability to maintain professional designations. With our webcasting platform, you can build brand awareness and capture new contacts by presenting thought leadership content applicable toward certification. Advisors appreciate the convenience of webcast trainings and will receive acknowledgement of their participation credit immediately after completion.

We can improve the effectiveness of your CE program by automating the workflow and returning time to your schedule:

- Webcast registration
- Content delivery
- Testing, scoring and progress tracking
- Customizable certificate issuance
- Database management

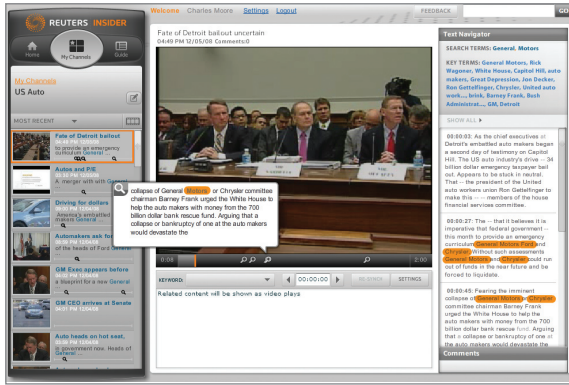
HOW ARE OUR CLIENTS USING WEBCASTING?

- Investor updates
- Advisor and broker-dealer network communications
- Investment strategy overviews
- Client-focused communications
- Market education and thought leadership
- Conferences
- Company spotlights

THOMSON REUTERS GLOBAL WEBCAST OPERATION CENTERS

- Boston
- Hong Kong
- London
- Nuremberg
- Sydney
- Toronto





Looking for a way to stand out in a competitive marketplace? With your own branded Reuters Insider channel, you can reach a global audience of financial professionals with thought leadership content and corporate messages.

TARGETED DISTRIBUTION TO FINANCIAL PROFESSIONALS

Thomson Reuters is the only webcast provider that can distribute your content directly to a global audience of financial professionals through our proprietary network of industry-leading channels:

Lipper Fund Awards

Has your fund or fund family been honored with a Lipper Fund Award? Use webcasting to spotlight the fund's performance, communicate your vision, and differentiate your brand. A link to your webcast will be featured next to your recognition on the Thomson Reuters Awards for Excellence website to increase the visibility of your fund.

Reuters.com

Attracting more unique monthly users among business decision makers than other news sites, Reuters.com is an ideal platform for delivering targeted brand messages to affluent business professionals around the world.

Reuters Insider

Targeted to financial professionals around the world, Reuters Insider delivers live financial markets coverage, analysis and breaking news through a unique and innovative Web-based multimedia player. Produce a set of regular programming as part of your company's branded channel and use video to regularly promote your portfolio managers and analysts as thought leaders in the financial markets. You can control the distribution of your content by setting permission levels.

Thomson Reuters StreetEvents

We can distribute your webcast via the StreetEvent Network which is accessed by more than 100,000 advisors and millions of retail investors.

PERSONALIZE YOUR CLIENT COMMUNICATIONS

As a result of the recent global economic crisis, investors are taking a more active role in learning about financial products and services while demanding increased transparency into how their assets are being managed. In response, firms are using webcasting to deliver investment strategy overviews and market education programs to increase retention and attract new capital.

With pressure to track ROI against every expenditure, webcasting allows you to:

- Distribute your content to a global audience on a secure, Web-based platform
- Communicate in a more engaging, scalable and cost-effective way
- Differentiate your products and services and humanize your brand
- Provide measurable analytics to help demonstrate the success of customer outreach activities to internal stakeholders

WHY THOMSON REUTERS

Experience: Supporting 5,000 companies worldwide, our dedicated service teams produce more webcasts than any other provider. Our clients, including 90% of the Fortune 500, rely on our global experience and personalized approach for peace of mind.

Quality: Our outstanding client service teams are available 24x7 to ensure your webcast is delivered to the industry's highest standard. We will also provide you with proactive guidance on best practices.

Innovation: With annual revenues exceeding \$13 billion, we continuously invest in our services to provide you with the most innovative and cost-effective solutions.

Global scale: Only Thomson Reuters has operations in 93 countries. And with webcast operation centers on four continents, we provide the regional expertise and local language support to meet your needs.

Community: Trust your webcast to Thomson Reuters and leverage our unique distribution channels to extend the reach of your message to millions of financial professionals and investors around the world.

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