

**Surpass Your Competition by Teaming Up with the
World's Leading Provider of Financial Software and Services**



Informa Investment Solutions, Inc. (IIS) provides investment professionals with customized systems and unparalleled services for use in their own client relationships. Our unique ability to create quality products — along with our unrivaled capacity to supply valuable data — makes us a consistent market leader throughout the investment community.

IIS has served both institutional and retail investment professionals for over 30 years. We are the leading provider of software and services to financial institutions including brokerages, money management firms, investment consultants, independent advisors, and pension plan sponsors. With a multitude of solutions that can be customized for your specific business, IIS is sure to have the right combination of technology and services to meet your needs.

Every day, more investment professionals and institutions turn to IIS to improve the accuracy, depth, and presentation of the information your clients require. Our products and services have a direct impact on the manner in which our clients interact with the investing public. We take pride in knowing that, year after year, our clients depend on our software and services to fulfill mission-critical operations.

Our Mission

As a premier provider of content and applications for the Trust, Wealth Management, Pension, & Investment communities, IIS empowers financial institutions and their clients to make informed decisions through the use of our information, software, and services.

We are committed to delivering value-added services to the institutional as well as retail marketplace. Maintaining focus on these organic strategies for over 30 years has enabled Informa Investment Solutions to become the strongest and most well-rounded service provider in the industry.

Powerful, Flexible Solutions

When it comes to serving your clients, you can rely on our extensive array of user-friendly products that include:

- Facilities Management Services
- Investment Manager Search and Evaluation Databases and Systems
- Investment Proposal Software
- Life Insurance Policy Monitoring
- Performance Measurement and Client Reporting Applications and Services
- Separate Accounts and Other Investment Contents
- Video Communications

Since every client is different, IIS creates custom solutions to suit you and your business. We work with you to determine which options best meet your objectives, then tailor each solution to ensure that you receive the exact information you require in the exact format you need.

IIS Background

IIS traces its roots to the founding of Effron Enterprises in 1976. We took our present form in 2004 when parent company, Informa plc (formerly Informa Group), combined three of its subsidiaries—Effron Enterprises, Inc., Plan Sponsor Network, Inc., and netDecide Corporation — into a single operating unit. We further enhanced our product offerings by acquiring Mobius in 2006 and Investment Scorecard, Inc. in 2007.

Today, as Informa Investment Solutions, we draw on decades of system design and implementation experience to deliver the customizable solutions and unbiased financial data our clients need.

Products and Services

IIS provides a full spectrum of products that have a direct impact on how you, as industry professionals, interact successfully with your clients.

PSN: Investment Manager Research and Evaluation

Get a huge boost from our in-depth databases. Access high-quality, detailed information. Conduct comprehensive, ongoing research. Develop stronger presentations, more successful proposals, and a healthier bottom line.

PSN is the undisputed leader in investment databases, comprising a robust suite of options designed to enhance your research and evaluation capabilities. Supported by a global database of approximately 2,000 investment managers representing more than 11,000 investment products, PSN gives you access to the most comprehensive data available.

The PSN database acts as an objective, third-party supplier of comprehensive separate account information. PSN offers you purely impartial data because we maintain no affiliations with any of the investment managers we track. To ensure consistency and reliability, all of our data comes directly from the source and is held to a stringent data validation process.

PSN delivers the solutions you need through a variety of options:

- **PSN Enterprise** - Functioning as a web-based application, PSN Enterprise enables you to analyze performance, conduct detailed statistical analysis, and assess risk by using built-in formulas to execute the sophisticated calculations you require. The simplicity of the interface makes this powerful tool easy to use
- **Separate Account Express** - This web-based application—the most comprehensive and user-friendly investment manager database on the market—acts as a foundation for building your separate account business. Its features include built-in formulas to conduct detailed statistical analysis, a content management system, and an instant proposal function.
- **PSN Data Select** - A solution geared toward the occasional user, Data Select enables you to review the types of data we collect, and buy only what you need.
- **Sponsor Connection** - This web-based data collection platform can be tailored to fulfill any proprietary data collection needs, providing a customized workflow solution to allow your analysts and managers to streamline their communications and data entry, saving valuable time and effort.

Performance Measurement and Client Reporting

Real results at your fingertips. Powerful performance measurement with customizable client reporting at your desktop.

IIS offers a fully integrated portfolio accounting and performance reporting platform, providing performance calculations through the use of powerful analytical tools and adaptable, flexible reporting and presentation options. We offer the most comprehensive and easy-to-use performance measurement and client reporting suite of products available on the market today.



Performer

For organizations desiring a more hands-on approach and a highly customized performance reporting platform, the Performer suite of products is a perfect fit.

- **Performer ASP** - This solution combines comparative, statistical and style analysis with extensive reporting capabilities to offer focused solutions that match the needs of your clients. The ASP solution gives you access to all of Performer's functionality without the need to enlist additional hardware, software, or internal IT support.

Additional modules available for Performer ASP include:

Performer Page Designer - Allows you to combine Performer graph and report templates, text boxes, commentary, and images in a single report page, with full control to resize each object, drag and drop objects to any location on the page, and customize the objects.

PerformerIQ - Provides you with remote access to portfolio data and client reports through an Internet browser.

Performer Producer - Enables you to easily produce electronic and printed reports in a batch environment. The reports may be posted in PerformerIQ's report catalog, emailed to clients, or archived.

- **Performer Service Bureau** - This service provides impartial performance analysis delivered in private labeled reports tailored to your specifications. This process can be fully outsourced or combined with an ASP deployment where you have access to Performer's reporting tools.



Investment Scorecard Performance

Organizations looking for a more standardized approach across higher volumes of accounts will appreciate the completely outsourced

web-based functionality provided within the Investment Scorecard Performance platform. With our Investment Scorecard Performance product, you can tailor reports to your investors' needs. The product is presented via a secure web-based environment and presents three aspects of workflow:

- **Client Reporting** - A line of configurable, presentation-quality reports for communicating investment performance and portfolio status to your clients to demonstrate value, build trust and win assets.
- **Portfolio Monitoring** - A dynamic online tool for analyzing the performance of individual and consolidated portfolios over time.
- **Management Reporting** - A flexible query tool enabling you to review the performance of multiple portfolios, branches, officers, or investment objectives to quickly identify outliers or top performers.



WealthIQ: Wealth Management

Give more to your clients. Employ powerful analytical tools that provide breadth of advice and offer better choices.

Informa Investment Solutions provides investment professionals with next-generation software solutions to help you develop and build a highly successful investment planning practice. WealthIQ is a web-based, enterprise-wide solution that provides investment institutions with the tools to address a broad spectrum of wealth management needs. For Investment Proposal Development, WealthIQ enables advisors and managers to provide outstanding service to existing clients and attract new clients to help you grow your business.

InsuranceIQ

InsuranceIQ provides administrative and management capabilities to trust companies, banks, law firms and accounting firms that accept trusteeship for Trust Owned Life Insurance (TOLI). Included in this comprehensive system are life insurance policy risk analytics and management, as well as trust administration and management capabilities.

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ComplianceIQ

ComplianceIQ is an active portfolio and policy monitoring system that allows firms to manage risk and fiduciary compliance responsibilities with minimal resource demands. The system enables fiduciaries to demonstrate to the marketplace a superior approach to prudent investment practices.

Facilities Management Services

Through a fully customizable IT support service, IIS offers an array of back-office support, from system and data maintenance to full disaster recovery for both the Performer and Wealth Management System™ product lines.

Video Communications through Informa.asset.tv



Through a recent joint venture with Asset.tv, Europe's largest online video library of asset managers, IIS has added video communication to its expanding product offering. Informa.asset.tv presents an exciting and efficient means for Money Managers to deliver valuable information about their company, products and services directly to a qualified audience of their choice.

Video has long been regarded as a very powerful medium for building brand credentials and communicating with customers, and the development of the Internet has made it into a cost-effective tool for businesses. Through the use of high-quality videos and extensive online distribution channels, Informa.asset.tv allows Money Managers to bring their message to over 50,000 investment professionals within the trust, wealth and investment communities, as well as to their own customer base.

World-Class Service and Support

At IIS, we back our superior products with superior service. From the beginning, our staff works closely with you to determine your specific requirements. We are committed to understanding your business model and creating a seamless transition from your current approach to your upgraded solution.

Our relationship with our clients does not end when a product is sold. We continue to deliver unlimited support and training services to guarantee that you receive the full value from our products.

We never charge for support or training on our products. Our experienced support team ensures that you get the full value from our products. We also provide training at your office, our White Plains, NY or Durham, NC office, or another location of your choice.

Our Commitment

At IIS, we believe that superior service is the trademark of a smart business. Our business strives to meet three simple objectives:

- Satisfy client requirements
- Anticipate client needs
- Exceed client expectations

Industry Leaders Count on Us

Informa Investment Solutions (IIS), a leading provider of software and services to financial institutions and investment professionals, customizes systems to enhance client relationships. For over 30 years, we have supplied valuable data and offered custom-made solutions to brokerages, money management firms, investment consultants, independent advisors and pension plan sponsors.

Investment professionals and institutions trust Informa Investment Solutions to improve the accuracy, depth and presentation of the information required by their clients. Our products and services impact the method in which our clients network with investors. Investment professionals rely on our unrivaled ability to perform major tasks in the investment communities. We pride ourselves on the importance, excellence and insight our software and services offer. With a multitude of solutions for your specific business, Informa Investment Solutions has the right combination of technology and services to meet your needs. Informa Investment Solutions is the home of the following products: PSN, Performer, WealthIQ, Investment Scorecard, Informa.asset.tv, PSN Manager Showcase, Executive Showcase, ComplianceIQ and InsuranceIQ.

To learn more about how to use this solution to benefit your business, call 914.509.1576, email sales@informais.com or visit www.informais.com. A free product demo is available.

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