# Thales Retail Distribution

### OPPORTUNITY IN THE RETAIL MARKET HAS NEVER BEEN MORE ATTRACTIVE

### **GROWING RETAIL SPACE**

Of the almost \$200T in estimated global personal wealth, 60% is made up of investible assets owned by individual investors.

### **RISING ADVISOR AUM**

While the number of FAs registered in the USA has remained stable over the last 10 years, client assets have grown significantly leading to growing assets per advisor.



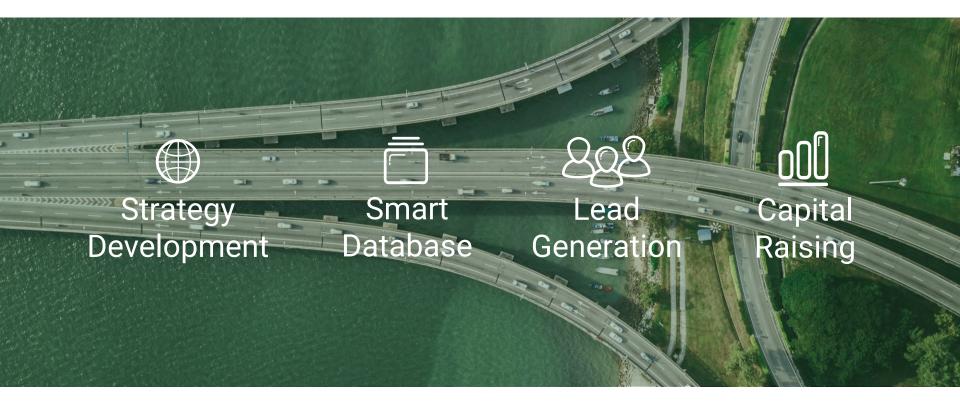
### PLATFORM CONSOLIDATION

Over the last 5 years, the 8 largest Financial Intermediary platforms have reduced available funds on their platforms by more than 5000, making relationship messaging more important.

### INCREASINGLY FRAGMENTED MARKET

There are over 30,000 advisory firms in the US with 10 employees or less – a number that is only expected to grow.

### DEFINING THE FUTURE OF FINANCIAL SERVICES PRODUCT DISTRIBUTION



Helping Asset Managers **shape their stories**, **refine their strategic plans** and gain **access to a technologically efficient** and **scalable sales platform** servicing the US Intermediary market.

## STRATEGY



Our Consulting and Advisory Services focus on

- Investment strategy due diligence, gap analysis and commercial assessment
- Product development including structure recommendations, share classes and fee options
- Channel analytics, platform introductions, and revenue share modeling
- Content development, collateral review and retail marketing best practices



## **SMART DATABASE**

Our Database of Financial Advisors becomes smarter and more efficient after every mandate and features

- Customized outreach based on advisor channels including RIA, IBD and Wirehouse
- CRM optimization with enhanced data files for advisors
- Predictive analytics and Hot Lists by Product Type and Sales Channel
- Seamless data transfers for your CRM buildout



## LEAD GENERATION

Our comprehensive outreach capabilities include

- Automated marketing, digital retargeting ads and custom landing pages
- Customized opportunity sets and dynamic lead scoring
- Strategy specific focus on qualified purchasers, accredited investors and mass affluent investor pools
- Channel development with deeper penetration into RIA, IBD and Wirehouse segments



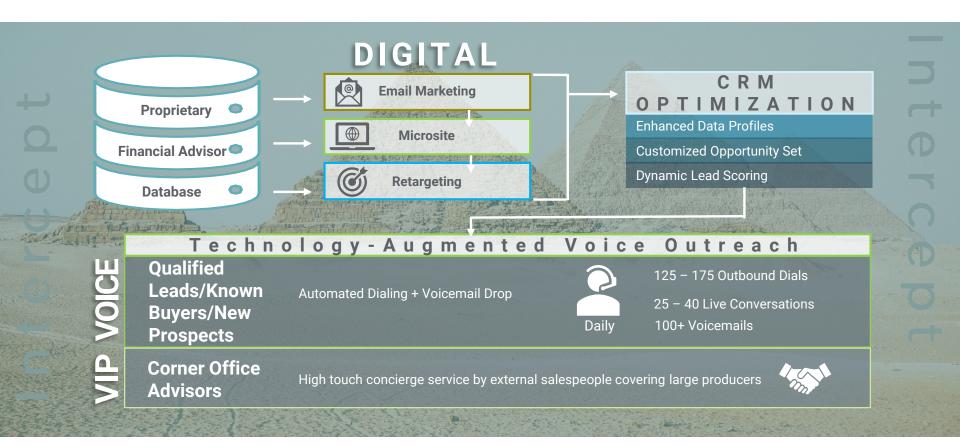
## **CAPITAL RAISING**

Our capital raising efforts are strategically designed to corner all areas of the market via

- Development and penetration of approved platforms including Banks, Insurance Networks, Custodial Accounts and BD channels.
- Phone-led sales conversion powered by a well-educated and motivated workforce
- Corner-office Financial Advisor development providing high touch concierge service for the largest FA teams



### RELATIONSHIPS, SCALE AND ROBUST DATA MANAGEMENT CAN HELP ASSET MANAGERS COVER AND CAPTURE TRUE MARKET SHARE



### Since the beginning

We've exemplified the true meaning of the word driven. Leveraging both technology and the grit bestowed in a handshake, we remain vigilant, committed to do our part to push the industry forward.

#### THALES TRADING SOLUTIONS LLC

Stephan Solomon and Marc Cohen launch Thalēs Trading Solutions, a technology-driven derivatives broker, to offer an alternative to the services proposed by traditional FCMs in the areas of technology, capital advisory, and client service.

2012

### THALĒS CAPITAL PARTNERS LLC

Thalēs enters the institutional hedge fund placement business with the formation of Thalēs Capital Partners and appoints Edouard Robbes as President of the newly created entity.

#### LAUNCHES THALES INTERCEPT

Private Client Solutions develops distribution partnerships with institutional investment managers to help them diversify their client base within the US private client market.

2018

2015

### 2014

#### STRAIGHT-THROUGH SOLUTIONS PLATFORM

Thalēs launches Harvest, an online portal for middle-toback office straight-through solutions, including reconciliation, trade flow, multi-broker aggregation, reporting, and data transformation. 2017

#### **CAPITAL INTRODUCTION PORTAL**

Thalēs launches Agora, an online capital introduction portal, to enhance and streamline the traditional capital introduction model while maintaining a high touch approach.

# Disclaimer

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