Agenda

• Current State
• Market Potential
• Approach Strategy
• Challenges
• Questions
Be the recognized leader in our core vertical market and related sub markets as a premier provider, technology and business innovator with current and prospective clients, employees and other key industry constituents.
SimCorp North America at a glance

• Market focus; United States and Canada

• Headquartered in New York
  – Additional office in Los Angeles
  – Mobile workforce

• 50 plus employees across all disciplines
  – Dimension experts
  – Local market experts

• 11 Dimension clients
Client Base

• Distributed across sub sectors
  – Pension
  – Asset Management
  – Mutual Funds
  – Diversified Financial

• Geographically dispersed throughout North America

• 60/40 split US/ Canada

• 5 in implementation
Legal Construct
Operational Structure

SimCorp NA
(David Kubersky)

Implementation (Ralf Schmücker)

- Implementation A
- Implementation B
- Expert Team

Sales (Kenneth Petersen)

- Sales US
- Sales Canada
- Pre Sales

Support (Monica Pongratz)

- New York
- Technical Services

Marketing

Finance and Admin (Greg Schraer)

- Recruitment
- Retention
- Information Technology
- Benefit Administration
- Administration

Human Resources (Kathy Brady)

- Recruitment
- Retention
- Benefit Administration

Technical Services

Information Technology

Accounting

Administration

A Solid Foundation
Competitors

Pre-trade
- Marketing
- Research and analysis

Trade
- Portfolio construction
- Trading and compliance
- Operations
- Portfolio analysis
- Client service

Post-trade
- SimCorp
- Sungard
- Thomson
- SS&C/FMC
- Advent
- DSTi
- Eagle/Melon Bank
- Linedata
- Charles River
- Bloomberg
- Royal Blue/LatentZero

Not relevant

Extract from SEB Enskilda Presentation
SimCorp North America – Market Potential
North American Market

• Largest in the world

• Greatest number of institutions

• Highest assets under management

• Significant technology solutions spend

• Most heavily occupied with competitors
Q. How do you eat an elephant?
Q. How do you eat an elephant?
A. One bite at a time.
Market Decomposition

- Define “bulls-eye” universe
- Establish a finite set
- Market intelligence
  - Key contacts
  - Current platforms
  - Indication toward a process
  - Compelling events
- Determine treatment and monitor toward progress
- Pipeline development
Market Decomposition

- Define “bulls-eye” universe
  - Greater than $20B USD AUM

- Establish a finite set
  - Over 400 companies in US and Canada
  - Sub sector orientation

- Market intelligence
  - Over 2500 contacts
  - Thousands of interactions

- Determine treatment and monitor toward progress
  - Heat Map
Heat Map Designations

- Opportunity
  - Mid Term
- Global Account
- In Development

- More Information Required
- No Opportunity
Heat Map Designations

Opportunity
Mid Term

Global Account

In Development

More Information Required

No Opportunity (For Now)
Market Decomposition

• Facts and Figures

  – Over 80% in the United States

  – Asset Management Sub Sector the largest with 40%

  – Insurance sub sector least mature
SimCorp North America – Approach Strategy
Focus on core strengths

• One product, one company, one goal
• Integrated system, enterprise platform

• Strong business fundamentals
  • Size and scale
  • Profitability
  • Transparency
  • Investment in R&D

• Skilled and dedicated employees

• Long term partner
Innovation – time to market

Market requirement

10 years track record: Two releases of SimCorp Dimension every year
Focus on core strengths

• One product, one company, one goal

• Integrated system, enterprise platform

• Strong business fundamentals
  • Size and scale
  • Profitability
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• Skilled and dedicated employees

• Long term partner
Market Approach

- Direct sales with marketing air cover
  - Leverage corporate marketing
  - Sub sector oriented
  - Cautious partnering

- Communication with key constituents
  - Prospects and suspects
  - Industry Analysts
  - Media

- Back Office positioning
  - Moving to the Middle Office
  - Then to the Front Office

- Selective pursuit process
Straight-through processing

Flexible support of business processes based on a single integrated database

SimCorp Dimension database

- Static data
- Transactions
- Holdings
- Prices
- Calculations
- Analyses
- Key figures
- Scenarios
- Decomposition

STP
Market Approach

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  • Leverage corporate marketing
  • Sub sector oriented
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Key Principles

• Satisfied clients
  • 100% referenceability
  • Operational excellence
  • Multi touch organization

• Embrace the entrepreneurial spirit
  • Use our unique market position as competitive advantage
  • Flexible approach, flexible response

• Leverage and adapt
SimCorp North America – Challenges
Challenges

- Name Recognition and Brand
- Recruitment and Retention
- Client Satisfaction
- Disciplined Pursuit Process
Wrap Up
Wrap Up

• Solid foundation established

• Market segmentation in process

• Value proposition validated

• Key principles defined

• Challenges identified