SIMCORP’S INTERNATIONAL USER COMMUNITY MEETING (IUCM) JUST ENDED – 3 DAYS IN MILAN WITH +450 CLIENT REPRESENTATIVES
WELCOME TO SIMCORP’S CAPITAL MARKETS DAY
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MARKET UPDATE
OPERATING ENVIRONMENT

Business mega trends
- Business outcomes
- Emerging Asia
- Cloud and XaaS

Customer trends
- Consolidation
- Digital
- Fee pressure

Competitive trends
- Consolidation
- Adjacency growth
- Custodians move up
# Passive and Alternatives Continue to Expand

## Global AuM Split by Product (% / USDtrillions)

<table>
<thead>
<tr>
<th></th>
<th>2003</th>
<th>2008</th>
<th>2016</th>
<th>2017</th>
<th>2022</th>
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<tbody>
<tr>
<td>Passive</td>
<td>32%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>16%</td>
</tr>
<tr>
<td>Solutions/LDI/Balanced</td>
<td>39%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>16%</td>
</tr>
<tr>
<td>Alternatives</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>9% / $3</td>
<td>19% / $6</td>
<td>19% / $7</td>
<td>19% / $13</td>
<td>19% / $15</td>
<td>18% / $20</td>
</tr>
<tr>
<td>46% / $18</td>
<td>35% / $24</td>
<td>33% / $26</td>
<td>27% / $29</td>
<td>23% / $25</td>
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<tr>
<td>9% / $3</td>
<td>11% / $4</td>
<td>18% / $12</td>
<td>20% / $16</td>
<td>23% / $25</td>
<td></td>
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</tbody>
</table>

## Global Revenues Split by Product (% / USDtrillions)

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<tr>
<td>Passive</td>
<td>108</td>
<td>168</td>
<td>262</td>
<td>275</td>
<td>375</td>
</tr>
<tr>
<td>Solutions/LDI/Balanced</td>
<td>29%</td>
<td>40%</td>
<td>42%</td>
<td>43%</td>
<td>43%</td>
</tr>
<tr>
<td>Alternatives</td>
<td>25%</td>
<td>23%</td>
<td>21%</td>
<td>20%</td>
<td>19%</td>
</tr>
<tr>
<td>29% / $31</td>
<td>40% / $67</td>
<td>42% / $110</td>
<td>43% / $117</td>
<td>43% / $163</td>
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<tr>
<td>4% / $4</td>
<td>5% / $9</td>
<td>9% / $25</td>
<td>10% / $27</td>
<td>12% / $47</td>
<td></td>
</tr>
<tr>
<td>39% / $42</td>
<td>28% / $47</td>
<td>22% / $58</td>
<td>21% / $59</td>
<td>17% / $65</td>
<td></td>
</tr>
</tbody>
</table>

Source: BCG Global Asset Management 2018
PRESSURE ON ASSET MANAGERS

ASSET OWNERS

- PENSION FUNDS
- SOVEREIGN WEALTH FUNDS
- INSURANCE

ASSET MANAGERS

- ETFs
- INSURANCE
- ASSET MANAGER
- INSOURC
DEALING WITH INCREASING COMPLEXITY

INCREASING AMOUNT OF DATA
- As diversity of markets, systems and sources are heavily increasing

INCREASING TRANSPARENCY DEMANDS
- As investors demand to know how and at what cost their returns are achieved

INCREASING REGULATION
- As financial authorities want to ensure stability and integrity in the financial system

INCREASING TECH-COMPLEXITY
- As different add-on solutions and stand-alone systems are independently deployed

INCREASING REPORTING DEMANDS
- As investors want to be an active part of their investment’s life, following this in real time

EMERGENCE OF NEW INSTRUMENTS
- As well as new asset classes and new portfolio strategies to chase yield from untraditional sources
AN IT LANDSCAPE WITH MANY FRAGMENTED SYSTEMS
LEADING TO AN INFLEXIBLE IT STRUCTURE THAT:

- LACKS THE ABILITY TO RESPOND TO CHANGE
- CARRIES CONSIDERABLE COSTS WHEN ADAPTING
- INHIBITS CROSS-SYSTEM DATA HANDLING
INSOURCING AND OUTSOURCING OF OPERATIONS
SIMCORP CAN SERVICE ALL OPERATING MODELS

Inhouse or outsourcing of operations

- IBOR and Front Office sale
- The traditional Simcorp sale

Delivery through Service Partners

SimCorp Dimension ASP/Cloud

Software delivery model

- Software-on-premise
- Cloud
BUSINESS UPDATE
REMOVE OPERATIONAL BOTTLENECKS
ONE SYSTEM FOR A COMPLEX WORLD

CAPABILITIES OF AN INTEGRATED SOLUTION

• STP processing
• Full trade lifecycle overview
• Real-time position keeping (IBOR)
• Integrated risk analytics in compliance rules and validations
• Alpha generation instead of manual processes

BENEFITS OF AN INTEGRATED SOLUTION

• Better informed investment decisions
• Operational flexibility
• Automated workflows
• Clear overview of positions and cash
• One version of the truth
• Simplified IT infrastructure
• Real-time intrady positions
• Seamless scaling
COMPETITORS MOVING TOWARDS INTEGRATED SYSTEM

- Develop missing pieces on their own
- Consolidation
IMPROVING OFFERING BY PARTNERSHIP
SELECTED PARTNERS

Integration of the MSCI RiskMetrics results and messages back into SimCorp Dimension enables clients to use SimCorp Dimension as consolidated data warehouse and reporting platform – again at reduced operational cost and risk.

Solution meets the much-needed requirement for workflow simplification in the front office by enabling institutional investors to consolidate multiple execution platforms into one integrated solution across asset classes.

Leading provider of online markets and a pioneer in the development of electronic trading and trade processing, Tradeweb’s Client Integration supports both pre- and post-trade messages through SimCorp Dimension’s Order Management module.
DATA IS:

Costly

“The price of light is less than the cost of darkness.”

Arthur C. Nielsen, Market Researcher & Founder of ACNielsen

Difficult

“Not everything that can be counted counts, and not everything that counts can be counted.”

Albert Einstein, Physicist

Complex

“Every second of every day, our senses bring in way too much data than we can possibly process in our brains.”

Peter Diamandis, Chairman/CEO, X-Prize Foundation

Vital

“Data is a precious thing and will last longer than the systems themselves.”

Tim Berners-Lee, inventor of the World Wide Web
Datacare is a proprietary Market Data Service providing “Gold Copy” multi-vendor evaluated data into the SimCorp Dimension ecosystem. It reduces our client’s operational costs, increases data quality and subsequently drives better investment decisions, becoming the data foundation for the organization.
SELECTED SIMCORP SERVICE PROVIDER CLIENTS

Asset owners

Asset managers

Asset servicers/outsourcers

finanz informatik

SOCIETE GENERALE

KAS BANK

COMMITTED SINCE 1806

© 2018
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CONSISTENT FOCUS AND DIRECTION
2015 – 2017 MUST WIN BATTLES

2015-2016 must win battles
- Front Office & IBOR
- Alternative Investments
- ASP Solution
- North America France & UK
- Talent

2017 must win battles
- Front Office
- Alternative Investments
- ASP Solution
- North America
- Standard Platform

People
2017

- Front Office Market Leadership
- ASP Solution
- Alternative Investments Excellence
- Grow North America
- Establish Standard Platform
MUST-WIN BATTLES

2018 AND 2019

- FRONT OFFICE MARKET LEADERSHIP
- ENABLE CLOUD
- ALTERNATIVE INVESTMENTS EXCELLENCE
- GROW NORTH AMERICA
- ESTABLISH STANDARD PLATFORM

PEOPLE
## HOW FAR HAVE WE COME

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2017</th>
<th>Growth</th>
<th>CAGR</th>
</tr>
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<tbody>
<tr>
<td>Revenue</td>
<td>€241M</td>
<td>€343M</td>
<td>42%</td>
<td>13%</td>
</tr>
<tr>
<td>EBIT</td>
<td>€57M</td>
<td>€89M</td>
<td>55%</td>
<td>16%</td>
</tr>
<tr>
<td>EBIT margin</td>
<td>23.8%</td>
<td>25.9%</td>
<td>2.1%</td>
<td>0.7%</td>
</tr>
<tr>
<td>People</td>
<td>1,224</td>
<td>1,547</td>
<td>26%</td>
<td>8%</td>
</tr>
</tbody>
</table>
LONG-TERM AMBITION

Generate double-digit annual organic revenue growth

Expand margins year-on-year
VISION

Create great customer experience and outcome

Minimize client effort and reducing cost

Lower cost of sales and delivery
A COMPLETE SERVICE STACK

RUN
SCDaaS operational services
Remote or onsite
Standardized or optimized to client

STABILIZE AND IMPROVE
Application services
Remote primarily
Standard services customized for client

SIMPLIFY
Consulting and business services
Remote primarily
Standard services customized for client
SELECTED OPPORTUNITIES FOR EXISTING CUSTOMERS

- Datawarehouse
- Coric
- Datacare
- Business Intelligence
- Front-office
- Alternative investments
- Other SimCorp Dimension modules
SIMCORP’S OFFERING VS. CLIENTS DEMANDS

- SimCorp’s offering
- Demands from clients
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CLOUD ACCEPTANCE AND ADOPTION GROWING FAST

Exhibit 1: Top Technology Priorities in Capital Markets in 2018

- Artificial intelligence: 18%
- Cloud computing/storage: 18%
- Cyber security: 18%
- Big data: 16%
- Smart contract process automation: 10%
- Client-driven user interface: 9%
- Digital transformation: 8%
- Distributed ledger technology: 4%

Source: TABB Group
WORKING DEFINITION OF “CLOUD”

THIRD PARTY
Cloud means using a third party provider of hardware and infrastructure operations

COMMODITY
Cloud means hardware can be treated as a commodity available more or less on demand

SUBSCRIPTION
Cloud means continuous consumption of services from one or more third parties

AVAILABILITY
Cloud means availability through SLAs and reproducible deployment

SIMPLICITY
Cloud in itself does not make anything simpler but it forces a rethink towards greater simplicity

OUTCOME
Cloud shifts the focus away technology and towards the outcome
By 2020, a Corporate "No-Cloud" Policy Will Be as Rare as a "No-Internet" Policy Is Today

Gartner
EXAMPLES OF CONCRETE CLOUD BENEFITS

**CHALLENGE: UPDATES**
Client receives DVD with upgrade and must undertake manual processes to perform upgrade

**CLOUD BEHAVIOUR**
SimCorp provides service which keeps our software updated at a higher frequency

**BENEFIT OF CLOUD TO CLIENTS**
SimCorp provides the software as a service without IT operations involved - lower TCO

**BENEFIT OF CLOUD TO SIMCORP**
More automation means faster upgrade cycles and shorter feedback cycles ensures better functional fit

**CHALLENGE: USER ACCESS**
The current frontend is a Windows application typically exposed via Citrix which may not feel modern

**CLOUD BEHAVIOUR**
User interface delivered via HTML5 into a web browser running locally and selectively onto mobile platforms

**BENEFIT OF CLOUD TO CLIENTS**
Clients can connect from anywhere without special software and all server hardware is consolidated into a single pool

**BENEFIT OF CLOUD TO SIMCORP**
Forcing all computation to the application tier improves scalability and TCO
## EXAMPLES OF CONCRETE CLOUD BENEFITS

### CHALLENGE: SCALABILITY
Clients must buy hardware to match expected peak level need

**CLOUD BEHAVIOUR**
Elastic public cloud hardware can be consumed on demand to closely match dynamic demand

**BENEFIT OF CLOUD TO CLIENTS**
Clients will either get lower TCO and/or better scalability

**BENEFIT OF CLOUD TO SIMCORP**
Lower cost when hosting and fewer scalability-related service requests

### CHALLENGE: INNOVATION
On-premise systems like ours are open by design but it takes effort to leverage fully for all parties

**CLOUD BEHAVIOUR**
Open solutions provided as a service with APIs which are always available and with robust security controls

**BENEFIT OF CLOUD TO CLIENTS**
Easy to get fintech startups, other parties or even the client's own teams to access data and workflows

**BENEFIT OF CLOUD TO SIMCORP**
Detailed intelligence, richer ecosystem and new revenue streams via partner solutions
### EXAMPLES OF CONCRETE CLOUD BENEFITS

<table>
<thead>
<tr>
<th>CHALLENGE: SECURITY</th>
<th>CLOUD BEHAVIOUR</th>
<th>BENEFIT OF CLOUD TO CLIENTS</th>
<th>BENEFIT OF CLOUD TO SIMCORP</th>
</tr>
</thead>
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<tr>
<td>Clients have to establish their own certification, in particular when they open up their systems</td>
<td>Infrastructure security is handled by global top talent at scale, application security is done across clients</td>
<td>Clients can spend considerably less time on IT security</td>
<td>SimCorp lowers it's overall reputational risk by getting more in control of our client's application</td>
</tr>
</tbody>
</table>
SIMCORP PRODUCT HOSTING OPTIONS
DELIVERING FLEXIBILITY

ON-PREMISES  SCDaaS  SELF MANAGED  CLOUD NATIVE
SIMCORP PRODUCT HOSTING OPTIONS
DELIVERING FLEXIBILITY FOR DIFFERENT CLOUD APPETITES

ON-PREMISES
- Market Data Manager
- Asset Manager
- Alternative Investments Manager
- Strategy Manager
- Risk Analyst Manager
- Performance Manager
- Settlement Manager
- Cash and Securities Manager
- Collateral Manager
- Fund Administration Manager
- Data Warehouse Manager

SCDaaS
- Corporate Actions Manager
- Investment Accounting Manager
- General Ledger Manager
- Client Communications Manager

SELF MANAGED

CLOUD NATIVE

SIMCORP DIMENSION
- Traditional data center
- Major private cloud
- Major public cloud

SIMCORP EVOLUTION
## SIMCORP PRODUCT HOSTING OPTIONS

**DELIVERING FLEXIBILITY FOR DIFFERENT CLOUD APPETITES**

<table>
<thead>
<tr>
<th>ON-PREMISES</th>
<th>SCDaaS</th>
<th>SELF MANAGED</th>
<th>CLOUD NATIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source of by far the most maintenance income</td>
<td>The core product offered as a service</td>
<td>Primarily a mid-way option for existing clients</td>
<td>Platform for new complementary functionality</td>
</tr>
<tr>
<td>Breaking changes would alienate on-prem clients</td>
<td>Natural choice for new clients</td>
<td>Clients retain control over business IT</td>
<td>Cloud apps must have cloud native requirements and characteristics</td>
</tr>
<tr>
<td></td>
<td>Existing clients must be open to lose IT control</td>
<td></td>
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</tr>
</tbody>
</table>
ACCELERATION WITH CLOUD PLATFORMS

• The major cloud vendors are very eager to work with us

• Their game is purely to drive up activity on their cloud platforms
  Server-hours, committed hardware, storage, and services

• Some have deep standard service portfolios which SimCorp is looking to leverage to accelerate cloud
  solution components, guidance, consultancy

• A win-win model of collaboration
Loic Le Meur@loic
@elonmusk the San Mateo supercharger is always full with idiots who leave their tesla for hours even if already charged.
3:00 AM - 11 Dec 2016 · San Mateo, CA
33 310

Elon Musk@elonmusk
@loic You're right, this is becoming an issue. Supercharger spots are meant for charging, not parking. Will take action.
3:20 AM - 11 Dec 2016
225 2,039

Improving Supercharger Availability
The Tesla Team · 16 December 2016
# CLOUD IS ABOUT MUCH MORE THAN JUST SERVERS

CLOUD IS FUNDAMENTALLY ABOUT A DIFFERENT CLIENT SERVICING MODEL

<table>
<thead>
<tr>
<th>Technical concern</th>
<th>One System</th>
<th>Security</th>
<th>Software architecture</th>
<th>Software quality assurance</th>
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<td>Sales &amp; marketing</td>
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<td>Integration</td>
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<tr>
<td>Client servicing</td>
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<tr>
<td>Deploy solution changes</td>
<td>●</td>
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<td></td>
<td>●</td>
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<tr>
<td>Profit and loss focus</td>
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TECHNOLOGY ROADMAP HIGHLIGHTS

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<th>NEW CLOUD NATIVE APPS</th>
<th>CLOUD RESEARCH</th>
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<tr>
<td>• Container-aware elastic service-platform for very responsive start/stop of worker service nodes to match dynamic load</td>
<td>• New SimCorp Insights apps</td>
<td>• Many-core optimised algorithms for high performance computing</td>
</tr>
<tr>
<td>• HTML5 front-end throughout</td>
<td>• Partner platform – open ecosystem where fintech startups and others can leverage SimCorp’s IBOR, data and functionality in general</td>
<td>• Machine learning for automation</td>
</tr>
<tr>
<td></td>
<td>• Shard-based multi-client solution for multi-tenancy scenarios</td>
<td>• Distributed ledger prototyping for skills readiness</td>
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WHY NORTH AMERICA?
THE LARGEST MARKETS IN TERMS OF AUM IN THE WORLD

The largest market in terms of asset under management – and still growing

550 of the 1,250 potential clients are located in North America

18 North American asset managers in top 25 global ranking
NORTH AMERICAN MARKET UNIT

• 132 employees in the North American market unit
• Office in:
  • New York
  • Boston
  • Toronto
  • California
• Sales team of 27
  • Sales of 9
  • Pre-sales 18
• 29 SimCorp Dimension clients in North America
SALES DRIVERS

- System consolidation
- Process Improvement
- Optionality
- Viewing the world through an accounting lens
- People
• Move market perception of SimCorp further toward being a leading front office provider, and invest further in educating influencers in the full scope and value of our integrated proposition

• Today, we have achieved much stronger brand recognition. Despite this progress, SimCorp is still primarily considered a leading back office vendor by some clients and influencers

• Changing market perception is a long-term effort, and highly dependent on solid client references, which in turn require a minimum of time operating on the platform

• Getting and leveraging client references for Front Office as well as other modules and services is a key focus
OVERALL THREE TYPES OF CLIENTS

- Asset owners
- Asset managers
- Asset servicers/outsourcers
Comments

• SimCorp North America has 5% of the 550 target market

• Asset Management makes up the majority of the market.

• Pension funds are a traditional strength in Canada and a growing opportunity in the US.

• Potential in Insurance market based on recent functionality build-out for the market.

• Emerging opportunity with entities that have similar sub-ledger accounting requirements as our current Fannie Mae client.

Target market industry breakdown

- Asset management: 54%
- Fund: 14%
- Bank: 8%
- Insurance: 12%
- Pension: 12%
COMPETITIVE ENVIRONMENT

Consolidation among competitors

Moving more towards integrated system
PASSIVE, MULTI-ASSET AND ALTERNATIVES
SIMCORP WELL POSITIONED

Comments

• Market share of passive has indeed grown materially. Meanwhile, multi-asset strategies and alternatives have both grown in parallel

• The big losers in this dynamic have been the traditional actively managed asset categories

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<th>Revenue</th>
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<tr>
<td>Multi-asset</td>
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US STATE PENSION INSOURCING

- General trend of US state pension funds insourcing their asset management
- Already three US state pension funds as clients
- Growing state pension fund pipeline
DEMANDS DELIVERY FLEXIBILITY
WE OFFER COMPLETE DEPLOYMENT FLEXIBILITY

ON PREMISE
- Implemented by SimCorp specialists
- Installed on the client’s local servers
- Full management responsibility
  - Including installation, infrastructure to environments and data centers

SimCorp Dimension as a Service
- We host the client’s system
- We manage the client’s system
- We operate the client’s system
  - While still giving the client’s the same flexibility and configurability as usual
SIMCORP CHALLENGES FOR THE US MARKET

- Lengthening deal cycles
- Competition from Cloud providers and BPO providers
- Increased competition into new domains from current competitors
NORTH AMERICAN OPPORTUNITIES

US Pension and North American Insurance - constitutes 2/3 of our active pipeline

Front office

Legacy replacement
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MARKET DRIVERS

- New Technology & Delivery Options
- Low Yield Environment
- Fee & Margin Pressure

PRODUCT PRIORITIES

- Accounting, Regulations & Operations
- Alternative Investments
- Portfolio Construction, Risk & Trading
- Insights & Platform
- Cloud Services
- Data & Reporting

Client Service Expectations
Data Challenge
INTEGRATED FRONT OFFICE

FRONT OFFICE BASED ON IBOR

CROSS-ASSET COVERAGE

INTEGRATED PnL, RISK AND PERFORMANCE ATTRIBUTION
FRONT OFFICE CLIENTS 2015-2017

Penetration Rates

By Sector

- Asset Managers: 10%
- Life & Pension: 21%
- Insurance: 17%
- Other: 49%

By Location

- Asia Pacific: 12%
- Central Europe: 13%
- North America: 15%
- Northern Europe: 41%
- United Kingdom: 13%
- Western Europe: 8%
INTEGRATED FRONT OFFICE

OUTCOME BASED INVESTING

BUY-SIDE TRADING

FRONT OFFICE BASED ON IBOR

CROSS-ASSET COVERAGE

INTEGRATED PnL, RISK AND PERFORMANCE ATTRIBUTION
<table>
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<tr>
<th>Key challenges..</th>
<th>.. some responses</th>
<th>.. and operational impact</th>
</tr>
</thead>
</table>
| Insurance core business under pressure | Business Model  
From DB to DC  
3rd Party Asset Management  
New Insurance Services | Alternatives and complex derivatives |
| Low interest rates and funding gap | Operating Model  
Change Asset Mix  
Insource investments  
Consolidate IT and Systems | Improve efficiency of Portfolio Strategy/ALM process |
| Increased Capital Requirements and Regulatory demands | | Better front office system support based on real-time positions (IBOR) |
| | | Support new regulation and business models |
GLOBAL INSURANCE CLIENTS
INSURANCE & INSURANCE-ASSET MANAGERS

NORTH AMERICA
2 Clients

SOUTHERN EUROPE
58 Clients

UK/IRELAND
1 Client

NORTHERN EUROPE
23 Clients

CENTRAL EUROPE
29 Clients

ASIA PACIFIC
1 Client

MARKET SHARE
17%

GLOBAL OPPORTUNITY
~350
OUTCOME BASED INVESTMENTS WITH DIMENSION
A VERTICAL SOLUTION VERSUS TRADITIONAL HORIZONTAL APPROACH

Traditional System Landscape

- Spreadsheets
- ALM Systems
- Stand-alone PMS/OMS/EMS
- Accounting Systems

SimCorp Dimension

- Portfolio Strategy & Risk
- Investing
- Accounting

SimCorp Dimension
SIMCORP DIMENSION VISION FOR INSURANCE AM
COMBINE PORTFOLIO CONSTRUCTION WITH INSURANCE ACCOUNTING & RISK

Portfolio Strategy

- Profit & Loss
  - Realized vs unrealized Target PnL

- Liquidity
  - Cash Liquidity Management.

- Capital Costs
  - Capital Requirements

What-if scenarios, Horizon Analysis, Look-through

Key Capabilities in Dimension

- Insurance Accounting
- Portfolio Strategy & Risk (Strategy Manager)
- Investments (Asset & Order Manager)

Benefits of Integrated Solution

- Shorten ALM process to do more frequent simulations
- Decrease buffers and leakage by one integrated view
- Reduce ambiguity by consistency in data and calculation models
- Decrease operational risk from multiple systems and spreadsheets
INVESTMENT FORECASTING
SUPPORT TO MAKE QUALIFIED ESTIMATES OF STRATEGY CONSEQUENCES

COSTS; CAPITAL REQUIREMENTS

GAIN & VALUES; PF RETURNS, P/Ls, etc.
Forecasted Portfolio Yield:
Yearly Realized P/L
Yearly Average Balance Sheet

CASH LIQUIDITY MANAGEMENT

LDI
Seamless FIX workflow between SimCorp Dimension Order Manager and TradingScreen TradeSmart

Cross-asset class support, focusing on streamlined execution of equities, listed derivatives, and FX trades

Simplified access to execution venues and EMS execution tools and analytics
SIMCORP CLOUD SERVICES

HYBRID STRATEGY

SIMCORP DIMENSION
On-prem | Self-Managed | SCDaaS

SIMCORP EVOLUTION
Cloud Native

© 2018 SimCorp
SIMCROP CLOUD SERVICES

SimCorp SOLUTIONS

SimCorp INSIGHTS

SimCorp PLATFORM

BENEFITS

Universal access

Easy operations

Short implementation

Fast adoption of changes
ACCOUNTING & REGULATIONS

IFRS9  IFRS17  CECL  Hedge Acc  IT-GAAP
SFTR  MiFID II  EU-GDPR  InvStRefG
Solvency  NAIC  Group Structures  DGL
REGULATORY REPORTING - SFTR

Demand for full-service solutions
Efficient use of regulatory expertise
Decrease onboarding time
Reduce operational cost

SimCorp Dimension
- TRANSACTIONS
- POSITIONS
- COLLATERAL
- LIFECYCLE
- REFERENCE DATA

SimCorp Evolution
- KPI & Tracking
- ISO 20022
- Feedback import
- Manipulation Validation

Data Store
- API
- Integrate with source

ARM
NCA
TR
SIMCORP – DATA LIFECYCLE VIEW

DATAHUB

ONLINE DATABASE (IBOR)

DATA WAREHOUSE

CONSUMERS

MARKET DATA MANAGER

INVESTMENT BOOK OF RECORD MANAGER

DATA WAREHOUSE MANAGER

REPORTING AND EXTRACTS

END-USER SELF SERVICE

BI AND VISUALIZATION

© 2018
DATA WAREHOUSE

THE VISION...

PREFERRED PARTNER for Data Warehousing where SimCorp Dimension is the core IT platform

COMPREHENSIVE INDUSTRY DATA MODEL delivered through the Investment Management Warehouse (IMW)

SIGNIFICANT ROI achieved by clients from reduced time to value for reporting and analytics
SIMCORP DATA WAREHOUSE ADOPTION
DATA WAREHOUSE CLIENTS – COMMUNITY GROWTH

5.7 PRODUCTIZED DATA MODEL

5.9+ FULL PRODUCT

LESS THAN 30% OF CLIENTS -> GROWTH OPPORTUNITY

DATA WAREHOUSE MANAGER
LEVERAGE THE VALUE OF DATA WAREHOUSE

- **Self service Business Intelligence (BI)** right off data warehouse data marts
- **Reporting**: Development, ad-hoc and scheduled execution
- **Standard solutions** with reports and templates
- Add flexible **analytic dashboards and KPI’s**
- **Easy access** to valuable data for business users.
BUSINESS INTELLIGENCE WITH DATA WAREHOUSE
NEW OFFERING TO DELIVER SELF-SERVICE TO END USERS
WHAT IS DATACARE?

INTRODUCTION TO THE DATACARE SERVICE

- 70% of firms say reference data **quality is a major contributor** to internal costs*
- 59% of firms understand the problem but **cannot quantify their costs***
- Only 11% of firms claim to **know their actual reference data costs***

*Source: Greenwich Associates/Accenture 2015 Reference Data Survey

**SimCorp DataCare** is the managed data service to provide our clients with a fully managed Data Operations outsourcing option.

**SimCorp’s DataCare** service is powered by Broadridge – our partner in this solution. Broadridge has a background and wealth of experience in Managed Service operations, whilst **SimCorp** has deep knowledge in technical solutions for the buy side.

We believe that **SimCorp DataCare** service is the best of breed Managed Service for our clients.
Reduce your data management costs

Manage your data costs

Increase your data quality

Simplify your complexity

Free up your internal resources

Mix and match YOUR data vendors

SimCorp Dimension including market data
SUMMARY

CORE
- Accounting
- Regulation
- Operations

FOCUS
- Front Office
- Alternatives
- Data & Reporting

FUTURE
- Cloud Solutions
- Insights
- Platform
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A CHALLENGING MARKET

KEY CHARACTERISTICS

- Complex Company Structures
- Identifying Buying Processes
- Large Buying Groups
- Long Sales Cycles
- High Cost of Sales
GETTING INTO THE BLIND PIPELINE

71%
B2B buyers start their research with a generic search

10.4
Is the average of sources B2B buyers review in any buying situation

12
Searches are conducted by B2B buyers on average prior engaging with a specific brand's site

10
Pieces of third-party content is consumed by B2B buyers for every one piece created by your business

Source: Demandbase 2017
<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
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<tbody>
<tr>
<td>82%</td>
<td>Website visitors are not potential customers</td>
</tr>
<tr>
<td>97%</td>
<td>Website visitors never fill out a form</td>
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<tr>
<td>60%</td>
<td>Website visitors bounce after one page</td>
</tr>
<tr>
<td>67%</td>
<td>CMOs struggle to prove impact of spending</td>
</tr>
</tbody>
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Source: Demandbase 2017
STIMULATING DEMAND
LEAD MANAGEMENT PROCESS

• Inquiry
  - Form fill-outs within core universe
• MQL: Marketing Qualified Lead
  - Leads that meet a certain lead score (125) or targeted outbound ABM-like activities
  - When 3 people from one account fills out at least one form
  - When a company in total reach +200 in lead score
• SAL: Sales Accepted Leads
  - BANT qualified lead, accepted by sales
• SQL: Sales Qualified Lead
• Stage 20 review

ONLINE/OFF-LINE
Nurture
Tele qualification
Sales accepted handover
SQL
STAGE 10
STAGE 15
STAGE 20
THE DIGITAL ECOSYSTEM
AN ENABLER TO SUPPORT THE BUYING PROCESS

UPPER FUNNEL TARGETING AND BUYING INTENT IDENTIFICATION

Intelligent B2B retargeting data  Account targeting & identification data

Google  Facebook  LinkedIn  Display

Website  Marketing Automation  CRM

Onsite behavior  Traffic sources  Personalized content
Email marketing  Automation rules  Lead scoring  Nurturing programs
Waterfall tracking  Campaign management  Data management

End-to-end Analytics
612 DAY BUYING PROCESS
A STORY FROM REAL LIFE
BUYING GROUP BEHAVIOR

DIFFERENT PERSONAS GET INVOLVED AT DIFFERENT TIMES IN THE PROCESS
THE DIGITAL JOURNEY OF THE KEY STAKEHOLDER

CHIEF INFORMATION OFFICER

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<tr>
<th>Quarter</th>
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<td>Q2/2016</td>
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<td>Won</td>
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<td>Q2/2018</td>
<td>After sales</td>
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Click  Success  Visit
THE DIGITAL JOURNEY OF THE KEY STAKEHOLDER

CHIEF INFORMATION OFFICER

Looking at solutions for Asset Management and Data Warehouse
Signing up for a webinar

Organic search for Real-time Data Manager
Web browsing Automated General Ledger Accounting Solution

Organic search for investment management solutions and integrated solutions

Web browsing class room training

Web browsing our group management team
About SimCorp Investor Information

Visit
Click
Success

Q2/2016 Stage 10
Q3/2016 Stage 15
Q4/2016
Q1/2017 Stage 20
Q2/2017
Q3/2017 Stage 30
Q4/2017
Q1/2018 Won
Q2/2018 After sales
STRIKING WHILE THE IRON IS HOT!

RESEARCH SHOWS 50% OF SALES GO TO THE SALES REP THAT RESPONDS FIRST

• The lead deck shows the person visiting our website, their company, when they visited and what they looked at

• Send a note or make a call within 5-10 minutes while SimCorp is top of mind

• Find up-sell opportunities by knowing what your clients are doing right now
ACCOUNT BASED MARKETING
INCREASING COMMUNICATION WITH SPECIFIC FIRMS

• Break into new accounts
• Focus on accounts that show intent
• Upsell to existing clients
• Learn the impact of marketing
ANALYTICS AND DATA BECOME KEY TO WIN
DRIVES INFORMED DECISIONS

LEAD GENERATION STRATEGY
How do we get into the buying journey early?

CONTENT STRATEGY
What type of content should we be creating?

CONTENT EFFECTIVENESS
Is our target group consuming our content?

WEBSITE USER JOURNEYS
How do we provide a relevant web experience?

MARKETING EFFECTIVENESS
Does our investment in advertising and campaigns pay off?
BUSINESS RESULTS SO FAR

• 35% increase of marketing initiated pipeline that turns into *mature pipeline* from 2017-2018

• 71% increase in inquires from 2016-2017

• Strong collaboration between marketing and sales
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MARKET SITUATION
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INCREASING INVESTMENTS INTO ALTERNATIVES

Alternatives represent more than 11% global AUM
Source: Boston Consulting Group
Global Asset Management 2015 Sparking Growth with Go-to-Market Excellence

Alternatives market to grow by another $2.5trn in next three years
Source: Fidante Partners
The Global Alternative Investment Market - Where it is and where it’s going

US pensions exposure to Alternatives average 23%
Source: Cliffwater
2015 Report on State Pension Asset Allocation and Performance

Two-thirds of the investors plan to increase their exposure to Private Equity, Real Estate and Infrastructure investments
Source: Preqin
2016 Global Private Equity & Venture Capital

8 out the 10 largest buy-out deals in 2017 were P2P or PIPE
None of the top 5 exits were IPOs
Source: Preqin
2018 Global Private Equity & Venture Capital report

193 active members of the Unicorn Club representing $679Bn of Valuation
Source: CB insights
2018 Global Private Equity & Venture Capital report
INSTITUTIONAL INVESTORS’ LONG-TERM PLANS
INCREASE/DECREASE ALLOCATION

- PRIVATE EQUITY: +49%
- PRIVATE DEBT: +52%
- INFRASTRUCTURE: +51%
- REAL ESTATE: +21%
- VENTURE CAPITAL: +10%
- NATURAL RESOURCES: -8%
- HEDGE FUNDS: -6%

Source: Preqin 2018 Investor Outlook
OPERATIONAL INEффICIENCY
WHAT ASSET CLASSES ARE THE MOST CHALLENGING OR COSTLY TO SUPPORT?

If you find alternatives more challenging or costly to support, then which ones in particular?

THE ALTERNATIVE INVESTMENTS SOFTWARE MARKET

- More than 30 software providers for Alternative investments
- New best of breed Innovative solutions for underserved processes
- Over 30 Mergers/acquisition over the past 7 years
- Fastest growth driven by companies less than 10 years old
- 3 M&A operations in summer 2018
Most investors have equipped themselves within the last 10 years.

>50% processes remain manual or shadowed in Excel.

No successful front to back implementations.
SIMCORP STRATEGY FOR ALTERNATIVE INVESTMENTS
SIMCORP’S ALTERNATIVES PROPOSITION
A UNIQUE VALUE PROPOSITION

ONE IBOR & ABOR FOR ALL ASSET CLASSES
FRONT-TO-BACK COVERAGE

ONE SYSTEM
SIMPLIFIED INFRASTRUCTURE

FOCUS ON LIMITED PARTNERS
INITIALLY

SIMPLIFICATION
& EFFECTIVENESS

More than 60% of SimCorp clients have exposure to alternatives

SimCorp clients manage 1.5 trillion AuM in alternatives, representing 20-25% of total AuM

SimCorp clients have on average 13% of total assets invested in alternatives

25 clients have over 20% exposure
10 clients have over 30% exposure

Source: Preqin
ALTERNATIVE INVESTMENTS MANAGER
ONE CENTRALIZED EXPERIENCE FOR ALTERNATIVE INVESTMENTS

Front-office friendly
Configurable charts and pivot grids
Real-time calculations
Standard Data-Model for Assets
Robust Back Office integration
Reduced reliance on Spreadsheet
Fast implementation
SUMMARY
ALTERNATIVES INVESTMENTS

Growing Asset Class

Underserved Market

Active M&A

Unique Growth Opportunity
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<td>Klaus Holse, CEO</td>
</tr>
</tbody>
</table>
AGENDA
SHAPING THE CLIENT EXPERIENCE

20 SEPTEMBER 2018

OVERVIEW AND TRENDS
COMMUNICATION CHANNELS
CORIC PLATFORM
DISCUSSION/Q&A
OVERVIEW AND TRENDS
CLIENT REPORTING HAS EVOLVED
TO CLIENT COMMUNICATIONS AND CLIENT EXPERIENCE

BACK OFFICE
TRADITIONAL ADMINISTRATIVE FUNCTION

MIDDLE OFFICE
CLIENT SERVICING

FRONT OFFICE
BUSINESS DEVELOPMENT AND REVENUE GENERATION

HAND-WRITTEN
Reporting

TYPED REPORTS
by clerical staff

DESKTOP PUBLISHING
via marketing

AUTOMATION
Reporting software used

BUSINESS EMPOWERMENT
Shift from IT

CLIENT EMPOWERMENT
Client experience

CLIENT COMMUNICATIONS

CHANNELS

- Face-to-face
- Client reporting
- Email
- Presentations
- Website
- Portals
- Market content
- Interactive tools
- Chat/video
“5.3 hours per week on average are spent by investors managing their wealth online”
Scorpio Partnerships/BNP study

INVESTOR CONTROL

• Information when they want
• Engage how they want
• Digital solutions an important driver
“When innovation can be rapidly copied, when performance is no longer the only differentiator, what is left is the customer experience – and for many in the industry it is becoming the last battleground.

Tom Brown, Global Head of Asset Management and Partner, KPMG

INVESTOR ENGAGEMENT

• Key Differentiator
• Consistent, Customised experience for clients
USER ANALYTICS
TRENDS IN CLIENT COMMUNICATIONS

“58% surveyed said that increasing penetration of existing client base is a top opportunity for the asset management industry as a whole in the short term.”

KPMG Canadian Asset Management Study

TAILORED SERVICE

• Create a customised client environment
• Target your clients more effectively
• Grow revenue
CLIENT NUMBERS
COMPETITION AND CLIENT NUMBERS

CLIENT GROWTH:

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clients who are also SimCorp</td>
<td>29</td>
<td>26</td>
</tr>
<tr>
<td>Dimension clients</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clients who are only SimCorp</td>
<td>33</td>
<td>31</td>
</tr>
<tr>
<td>Coric clients</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>62</td>
<td>57</td>
</tr>
</tbody>
</table>

COMPETITIVE LANDSCAPE:
CLIENT COMMUNICATIONS

CHANNELS

FACE-TO-FACE
CLIENT REPORTING
EMAIL
PRESENTATIONS
WEBSITE
PORTALS
MARKET CONTENT
INTERACTIVE TOOLS
CHAT/VIDEO
REPORTING
DOCUMENT PRODUCTION AND DISTRIBUTION

MAIN COMMUNICATION CHANNEL
• Still required and relied upon
• Key way to present value to clients
• Support marketing materials production

NOT THE SOLE DATA FEED
• Customisation still important to customers today
• Reliance on this will fade with speed and accuracy more important

KEY ASPECTS OF A SOLUTION
• Accurate and flexible
• Fast and at scale
PORTAL
INVESTOR ORIENTATED

EMPOWER INVESTORS & ENRICH EXPERIENCE

- Access their Data and Documents anytime, anywhere
- Customise their reports
- Personalised content and feed

PORTAL REQUIREMENTS

- Secure
- Scalable
- Transparent
- Simple
PRESENTATION MANAGEMENT
BUILD CUSTOM SLIDE DECKS

EMPOWER SALES
• Allow users to create custom decks
• Central store of materials
• Automatically update slide data
• Controlled access and content

FLEXIBILITY WITH CONTROL
• Enable your sales teams to create content they want
• Keep compliance and brand oversight
• Understand slide usage
INTERACTIVE TOOLS
FUND ORIENTATED

CUSTOMISED DATA ACCESS

• Allow investors/prospects to view data
• Boost transparency
• Better site SEO

SIMPLE, CUSTOMISABLE TOOL

• Self maintainable
• Consistent Factsheet Data
• Speed of Response
• Depth of Function
NEXT 12-18 MONTHS
PLANS SUBJECT TO CHANGE

Product
• Complete the major redevelopment of “core” Coric
  - New platform
  - New Client reporting UI
• Initial release of new Portal solution
• Evolutionary releases of our Sales Enablement solution

Sales
• Increase sales to Dimension clients
• Clear market leadership in the Client Communications space
• Increase share of wallet
POTENTIAL TO INCREASE SALES

“MY AMBITION IS TO MAKE CORIC THE GORILLA IN THIS SPACE

Increase share of wallet
- Three distinct modules making up Client Communication
- Increase deal size

Increased sales
- Direct – Strong dedicated direct team to drive market penetration in NA and Europe
- Dimension clients - Strong specialist model

Aiming for strong growth
<table>
<thead>
<tr>
<th>Agenda:</th>
<th>Speaker:</th>
</tr>
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<tbody>
<tr>
<td>Market &amp; business overview</td>
<td>Klaus Holse, CEO</td>
</tr>
<tr>
<td>Strategy update</td>
<td>Klaus Holse, CEO</td>
</tr>
<tr>
<td>Cloud strategy</td>
<td>Anders Kirkeby, VP Enterprise Architecture</td>
</tr>
<tr>
<td>Update on North America</td>
<td>James Corrigan, MD North America</td>
</tr>
<tr>
<td>Front office and SimCorp Dimension roadmap</td>
<td>Marc Schröter, SVP Product Management</td>
</tr>
<tr>
<td>Data-driven demand generation</td>
<td>Jens Olivarius, CMO</td>
</tr>
<tr>
<td>Alternative investments</td>
<td>Hugues Chabanis, Director - Product Manager</td>
</tr>
<tr>
<td>Coric - Shaping the client experience</td>
<td>Stuart Keeler, MD Coric</td>
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UPDATE ON STANDARD PLATFORM

USING SIMCORP STANDARD PLATFORMS TO LOWER COST, RISK AND TIME TO MARKET

Years

ASK – CUSTOMIZED SOLUTION

CLIENT-CUSTOMIZATION

TELL – SIMCORP STANDARD PLATFORMS

CLIENT CUSTOMIZATION

STANDARD PLATFORMS

SIMCORP DIMENSION
VALUE OF SIMCORP STANDARD PLATFORMS
FROM CUSTOMIZED CONFIGURATION TO STANDARDIZED APPROACH

BUSINESS VALUE DRIVEN

• Simpler to deploy
  • SimCorp standard platforms as a base to client implementation projects
  • Additional customization based on client needs

• KEY BENEFITS
  • Reducing Risk and Cost of implementing SimCorp Dimension
  • Increase speed and value of benefit realization from SimCorp Dimension
  • Delivery of high quality proven solutions
  • Post implementation value for upgrades and new solutions adoptions
SIMCORP GLOBAL DELIVERY MODEL

OVERVIEW

- Structured implementation approach achieving:
  - Consistent results
  - In an efficient manner
  - Within time
  - Cost effective delivery
  - Based on standard solutions
METROPOLE GESTION SELECTS SIMCORP DIMENSION
SIMCORP’S STANDARD PLATFORMS OFFERING

Key to the selection was the Standard Platform, which simplifies implementation process with predefined business processes. METROPOLE Gestion will be able to accelerate time to value for their investment, while lowering both cost and risk.

“We have selected SimCorp Dimension for its extensive front office functionality, its proven track record in automating asset managers’ operations, and its ability to deliver a faster-to-market standard platform.

The implementation of SimCorp Dimension will enable us to support our growth strategy, by enabling us to scale to increasing volumes and assets under management, while significantly reducing operational risk and maintaining a low cost base.”

Isabel Levy, Managing Director, Chief Investment Officer, and Founder of METROPOLE Gestion

The firm will integrate SimCorp’s multi-asset class solution across its range of equity, fixed income and diversified funds. Supports METROPOLE Gestion’s strategy by enabling the business to scale and grow, while reducing operational risks and costs.

METROPOLE Gestion was looking for a solution to increase efficiency by automating its business processes and workflows. SimCorp’s ‘out of the box’ delivery approach was selected as the best solution to support METROPOLE Gestion’s current and future strategy and requirements.

‘Out of the box’ delivery approach
Growth, risks and costs
Standard Platforms
WRAP-UP
SIMCORP AS A PARTNER
WHAT WE OFFER

One core processing engine across the entire investment life-cycle

One centralized view of data with our Investment Book of Record

Modular software structure to gradually build the system to meet the client’s needs

Support during every step of the client’s consolidation journey
THREE KEY REASONS TO CONSOLIDATE
BATTLING THE DISPARATE SYSTEM LANDSCAPE

1. Improved data transparency and visibility throughout the value chain
2. Reduced operational risk
3. Increased efficiency and cost reductions
BUSINESS CASE FOR CLIENTS

BASE COSTS

MARGINAL PROFIT

REVENUE

Inv mgt
system cost

BASE COSTS

MARGINAL PROFIT

REVENUE

Inv mgt
system cost
SIMCORP’S EQUITY STORY

- Stable and loyal client base
- Strong market position
- Strong cash generation and ROIC*
- Solid business model
- Committed focus on shareholder value**
- State of the art solution
- Dedicated focus

* ROIC of 107.4% in 2017
** Total payout ratio of 87.7% in 2017
INVESTOR RELATIONS CONTACT

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