Learning Lab PRIVATE EQUITY (PE) + MUTUAL FUNDS (MF) CASE STUDY

PROBLEM STATEMENT (PE)

+90% untapped client accounts for alternative investments in the bank currently

PROBLEM STATEMENT (MF)

 $\mbox{-}20,\!000$ hours/yr can be saved from digging information so that RMs can focus more on sales activity instead

Regulatory errors will be reduced by implementing our in house suitability risk engine

WHAT PROBLEMS ARE WE TRYING TO SOLVE?

"Unavailable forms to sign digitally..."

"600-pages PDF documents to pack and share with clients"

"No standard means to track clients' investment preferences"

"Numerous excel spredsheets maintained manually"

"FOs spend in average 1 hour on searching product information from multiple sources for each deal" $\,$

"FOs easily miss regulatory data and manually conduct suitability



PE Mutual Funds

CURRENT STATE - 1 WEEK PER PRIVATE EQUITY SUBSCRIPTION CURRENT STATE - 3 HOURS TO ORDER ONE FUND ENTICE ENTER ENGAGE EXECUTE EXTEND

PROCESS CPOMS, Email, Printed forms TOOLS

~600 pages 2 ~1 week 2

ENTICE ENTER ENGAGE EXECUTE EXTEND

~1 hrs 🙁 ~1 hrs 🙁 ~1 hrs 🙁

Portfolio Review & after sales update

F2F meeting Email / Call

~2 hrs 🙁

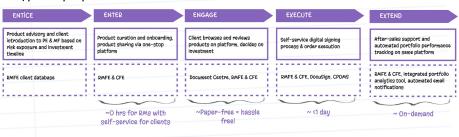


EXPECTATIONS	CLIENTS WANT	BOS TODAY	STATUS
Information about PE offerings	Self service, easy to view	600-pages PDF documents packed and emailed in multiple batches	-
Easy and faster subscription and trading	Self service order execution	Pen and paper form signing and voice- log calls takes up to 1 week	-
Product recommendations	Tailored product recommendation and watchlist based on investment preferences	Solely RM and product expert dependent	-
Regular performance update	More frequent and easy to access analytics	Only experts could access and analyse for clients	_

EXPECTATIONS	CLIENTS WANT	BOS TODAY	STATUS
Full fund universe listing	Full and transparent information disclosures	information all over the place	-
Customisation offerings	Suitable product recommendation and watchlist (risk and selling restrictions pre-checked)	Solely RM and product expert dependent	-
Post sales alert	Timely updates on fund performance	Relying on RMs to update	-
Self-service capability	Client can filter the products they want	No tools for clients	-
Regular performance update	More frequent and easy to access analytics materials	Only RMs can access and analyse for clients	_

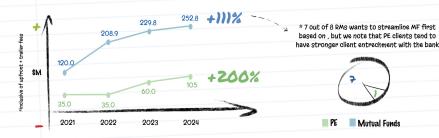
TARGETED SOLUTION WITH 100% DIGITAL PLATFORM

<1 day per subscription process



INCREASING REVENUE GAINS FOR PE + MF

PE has relatively higher upfront fees with long-term recurring revenue (> 10 years)



WHAT OUTCOMES ARE WE EXPECTING?

Private equity

SUBSCRIPTIONS CLIENT SELF-SERVICE

Benefits

FROM 2021 TO 2024: • REVENUE IS EXPECTED TO TRIPLE

• UP TO 3% UPFRONT SUBSCRIPTION REVENUE, 8-10% ROA PER DOLLAR COMMITMENT MINIMISING RISKS IN GROUP AUDIT STRONGER CUSTOMER ENTRENCHMENT

Productivity REDUCE MANUAL WORK AND iMPROVE EFFICIENCY BY 90%

CLIENTS TO GET PERSONAL ADVICE AND SELF TRADE

Quality

REDUCE REGULATORY ERRORS BY 100%

FROM 2021 TO 2024:

• +94% increase in Aum, • 111% increase in revenue

Cost reduction

Benefits

. +20,000 hours/yr SAVED IN TOTAL PROCESSES ACROSS 400 RELATED RMS

Quality

REDUCE MANUAL WORK AND

KEEP PROCESSES TO A SINGLE DAY COMPLETION

INCDEASED DE

Productivity

STREAMLINED DOCUMENT RETRIEVAL AND SUBSCRIPTION PROCESSES

Cost reduction UP TO 1 Week reduction in Subscription process per fund deal

COMPETITIONS LANDSCAPE

FEATURES	BANKOFSINGAPORE Lion's Cage + Future Advisor	DBS Online Funds investment / Private Equity access	UBS NEO	Schroders Fund Centre	CAPITAL GROUP' Fund Centre	OCBC Bank Fund Library
Unified cross-assets platform	✓	X	✓	×	×	×
After-sales analytics dashboard / alerts	1	1	/	1	1	×
Self-service access to product info, investment ideas	1	1	1	1	✓	✓
Secured and instant communication with RM support	1	1	×	×	×	×
Personalised watchlist and on-demand updates	1	×	1	1	×	×