



Press release

29 February 2012

Baillie Gifford appoints Kii Hub for KIID solution

Baillie Gifford has appointed Kii Hub to produce and deliver in the region of 150 Key Investor Information documents (KIIDs) for their UCITS funds.

Asset managers already using the Kii Hub solution include Aberdeen Asset Management, Jupiter Investment Management Group, Ignis Asset Management, Martin Currie Investment Management and Neptune Investment Management.

Any fund management house launching new UCITS funds must now provide clients with KIIDs (replacing simplified prospectuses); from July 2012, this obligation extends to all funds marketed within Europe. Separate documents, written in the language of each domicile, must be produced for every share class.

Kii Hub was established in October 2010 to combine FE's proprietary fund information and document production system, Technical Fund Marketing's expertise in regulatory guidance and drafting of technical and marketing documents and Global Fund Registration's cross border services.

Stuart Conlan, Marketing Services Manager at Baillie Gifford commented: "The quality of all fund documentation is of paramount importance to us and we are keen to deliver user-friendly KIIDs that are effective for our retail investors. Kii Hub understood all of our demands and concerns, and we are working closely with them to ensure a smooth transition to the KIID regime."

Martin Jones, Head of Operations at Kii Hub said: "The KIID regulations are intended to harmonise fund promotion literature and make fund documents easier for investors to understand. While Kii Hub fully supports these intentions, we appreciate that producing a separate document for every share class in each language across the UCITs range can be an onerous task for fund managers. With the deadline for KIIDs implementation now just

four months away, many managers are turning to Kii Hub for a one stop shop solution, backed by FE and Technical Fund Marketing's years of experience in document production."

—Ends—

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Notes to Editors

Kii Hub

www.kiihub.com

Kii Hub provides a one-stop solution to producing Key Investor Information documents. It combines FE's proprietary fund information and document production system, Technical Fund Marketing's expertise in drafting technical and marketing documents and Global Fund Registration's cross border services. Kii Hub can either work alongside a company's in-house team or provide a complete out-sourced solution from drafting to translation and delivery. The hosting service is fully automated, secure and web-based, speeding up production turn-around and offering tailored sign-off processes.

FE

www.financialexpress.net

FE is a leader in the provision of investment data, software and performance analysis to the financial services industry. FE's products and services are designed to interpret and analyse data, helping financial advisers and private investors to stay well informed and ultimately make sound investment decisions.

The range of tools and software provided by FE caters to the back, middle and front office requirements of financial services firms and includes research, analysis, optimisation, modelling, reporting, sales, marketing and presentation. FE's core products include Analytics and finXL, Webtools, Data Dissemination, Datafeeds, Fund Document Production, Trustnet, and Ratings – FE Crown Fund Ratings, FE Alpha Manager and the FE Adviser Fund Index (FE AFI).

FE has offices in the UK, Europe and Asia Pacific. Its clients include life and pension providers, asset managers, financial advisers and networks, wrap platforms, fund supermarkets, software houses, financial portals and private investors.

Technical Fund Marketing

www.technicalfm.co.uk

Technical Fund Marketing (TFM) was born out of three basic premises:

1. In today's tight fiscal environment, staff marketing resource is an expensive commodity. Ideally, it should be paid for only when needed.
2. At least 60% of fund 'marketing' is of a technical nature - essential pieces of literature and communications that keep investment managers in business; the "must haves".
3. Regulatory changes have tested staff and will continue to do so. Managers may not have the resource or expertise to deliver on all the latest requirements.

TFM combines in-depth product knowledge and technical product management skills with practical marketing communications skills to offer practical, no-nonsense solutions to the marketing and product needs of investment managers. The founders consist of two practical fund marketers and two technical product experts with particular expertise in FSA requirements and co-operation. TFM maintains wide industry contacts with other specialists and can provide support for almost any situation.

Global Funds Registration

www.gfreg.com

Global Funds Registration (GFR) is a joint venture between FE and Technical Fund Marketing. This partnership brings together over 100 years' combined experience of the UK financial services industry, in cross border fund registration, legal and regulatory expertise, technology know-how and international product and marketing experience.

GFR provides tailored solutions for investment management companies wishing to expand the distribution of their funds into the UK, Europe and around the world. GFR offers a flexible service that fulfils all initial and on-going fund registration requirements and ensures full compliance and availability to customers/distributors in the target jurisdictions.

