Kii Hub

Press Release

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Aberdeen appoints Kii Hub to provide Key Investor Information documents

Aberdeen Asset Management has appointed Kii Hub to produce its Key Investor Information documents (KIIs) for its Luxembourg and UK UCITS fund ranges.

Kii Hub was launched in October 2010 by Financial Express, Technical Fund Marketing and Global Funds Registration, as an end-to-end solution for the production, maintenance and distribution of Key Investor Information documents.

From July 2011, all asset management companies marketing UCITS funds into Germany must start to provide KIIs, replacing simplified prospectuses, with the rest of Europe to follow by July 2012. Guidelines are stringent with separate KIIs required for every share class in the local language where the fund is sold, leading many asset management companies to outsource the production of KIIs.

Victoria Brown, chief operating officer, Luxembourg, at Aberdeen, said, "We required a robust and reliable solution for both Aberdeen's UK and Luxembourg fund ranges. Given volumes, continuing monitoring of the SRRI* and translation requirements, we decided early on not to try to produce the KII in-house.

"Kii Hub provides an all-encompassing solution with an experienced team that can handle complex data requirements, translations and that can rewrite the legal language from our prospectus into simple English."

Gary Wheeler, head of sales and account management at Financial Express commented, "It is a great accolade to have been chosen as a partner in the production of KIIs by such a prestigious and leading global asset manager as Aberdeen Asset Management.

"Large asset management houses and administrators are facing the onerous task of writing thousands of KIIs, all of which will need updating at the start of each year and then monitoring of the SRRI on a weekly basis. Outsourcing the task to a leading-edge provider such as Kii Hub with a wealth of experience in producing financial documentation and performance statistics seems the most viable solution. As a result, we are receiving a very high level of interest in Kii Hub's services."

*synthetic risk and reward indicators

—*Ends*—

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Notes to Editors

Aberdeen Asset Management
www.aberdeen-asset.co.uk
Aberdeen Asset Management is an international investment management group managing assets totaling £178.7 billion (US$281.6billion/€206.3 billion) as at 30 September 2010 for clients around the world.

Kii Hub
www.kiihub.com
Kii Hub provides a one-stop solution to producing Key Investor Information documents. It combines Financial Express' 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.

Financial Express
www.financialexpress.net
Financial Express is the largest independent distributor of fund data in the UK and is the main or sole supplier of data to many of the leading vendors. Financial Express also provides data and web-based fund analysis products to the UK's leading fund supermarkets, life and wrap platforms, product providers, financial advisers and networks, software houses, financial portals and private investors.

Financial Express offers value-added services that are more than just data. They include independent research, analysis and fund information from:
- Trustnet, the UK's leading fund information and research website
- Analytics, an award winning web based fund analysis tool
- Trustnet Fundswire, an automated announcements service supporting advisers before, during and after investment decisions made on behalf of their clients

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
Global Funds Registration (GFR) is a joint venture between Financial Express 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.