



The Future of Distribution: AI-Powered Fintech

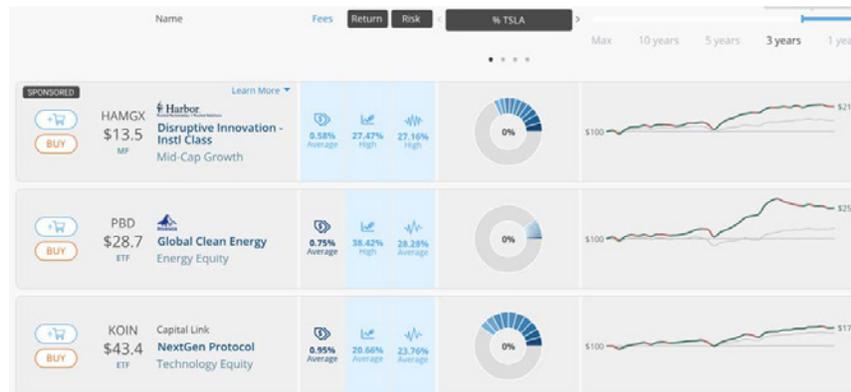
Industry Context: Increasing Competition Among Thematic Funds & Antiquated Distribution Models

The opportunity for growth in thematic funds is significant, with the percentage of Advisor client portfolios in thematic funds projected to grow by greater than 50% over the next two years. To capitalize on this opportunity, digital marketing has emerged as a solution to complement the traditional wholesaler direct sale of funds. As digital targeting methods have advanced, the competition for ad inventory has rendered this to be a more “shotgun” form of generating asset flows. In an increasingly crowded market, Asset Managers need a more targeted means of reaching the highly fragmented Advisor and retail investor channels.

Enter Magnifi: Precision Digital Distribution & Marketing for Asset Managers

Magnifi’s platform provides Asset Managers with personalized digital distribution and marketing of their strategies both to Advisors and retail investors intent on including thematic investments in their portfolios. With strategies embedded into Magnifi’s AI-powered fintech platform, Asset Managers drive increased brand awareness and asset flows into their strategies. Magnifi also offers market intelligence, including trends in thematic preferences, which can be used by Asset Managers to better inform new product development and marketing communications.

Use Sponsorship to Drive Flows



Asset Manager Sponsorship of Themes Aligned with 27,000+ Stocks, ETFs, Mutual Funds, and More

- Amplify strategies with sponsorship of 2+ themes
- Guaranteed exclusivity: one sponsor per theme + right of first refusal
- Includes analytics related to investors & advisors
- Guaranteed 50,000 searches for strategy

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Platforms For The Future Of Investing