The Future of Transfer Agency Realised.
Refocus on what you do best

Focus on your strengths:
- Ensuring best investor outcome
- Portfolio management
- Delivering your strategy
- Differentiating your services
- Telling your story

Rely on a trusted partner:
- Protecting your brand with a service that is tailored to your investors needs
- Next generation TA platform to service your clients
- A range of customer engagement tools
- Data analytical capabilities

Refocus on what you do best
Reconnect with your investors

A future-proofed experience for your investors.

- Access new investors through new channels
- A first class investor journey
- Enhance and protect your brand

Rely on a trusted partner:

- A fully enabled cloud-based investor portal
- Enable and access new investment through your website
- Supported by a UK based, dedicated investor and manager service centre
Re-engineer your operating model

Asset managers are facing:

- Increasing complexity
- Increasing regulation
- Increasing demand for investor protection
- The need for transparency
- A changing distribution landscape

Rely on a trusted partner:

- An approach underpinned by operational excellence
- A partner who understands Client Money, governance and operational risk mitigation
- The scale to proactively deal with the increasing regulatory headwinds
- Investment in technology, distribution support and service delivery
The world is changing
• Increasing regulation
• Shifting consumer needs and buying behaviour
• Acceleration of new disruptive technology
All of these create additional costs, risk and operational requirements for asset managers.

The buying behaviour of investors is changing
Investors now expect greater:
• Accessibility
• Transparency
• Real-time information
• Flexibility

To succeed in this new world asset managers need to:
• Stay relevant and react to a rapidly changing world
• Maximise and protect investor interaction
• Leverage technology to improve efficiency and reduce costs
• Create a compelling and relevant brand with differentiated services for investors
• Be more proactive
• Work harder than ever to stay connected to their clients

By 2020 over half of the global working population will be millennials and generation Z.

Fund Management Centre® Investor portal

Use the camera on your phone and click on the link or use a QR code reader to view this video.
About us

People
Significant breadth of expertise from your industry
Over 200 dedicated staff committed to Transfer Agency

Scale and stability
Managing over £139bn of fund assets
Administering over £107bn of fund assets
ACD/ManCo to over 85 investment managers and over 260 funds

Robust and scalable technology
Link Group has invested £250m in technology over the past decade
Culture of continuous innovation

Part of Link Group
Well capitalised and listed on the Australian Stock Exchange
Market cap €1.66bn
Group revenues €878m
Operating EBIDTA €209m
**Contact**

Edward Hamilton-Russell  
Head of Business Development, EMEA  
Link Fund Solutions  

**t** +44 (0) 20 7204 7843  
**m** +44 (0) 7725 628 137  
**e** ed.hamilton-russell@linkgroup.co.uk  

www.linkassetservices.com