

Your fund information reaches targeted investors and sales partners: print - online - mobile - TV.

There is a lot of interest in information about funds. Many people are looking to buy them, and there is a wide variety available. Funds are still considered to be one of the most important forms of investment, in particular for asset accumulation and private pension provision. But how do you, as a capital management and investment company, reach your exact target group with little effort but a big effect?

We are the market leader in Germany when it comes to the publication of daily fund information for private and institutional investors. The Funds Service publishes fund information from more than 15,000 funds approved for marketing in Germany, Austria and Switzerland. This information can be found in daily newspapers and magazines, on videotext/teletext, online on over 100 portals and on mobile devices, as well as accessed directly from more than 90,000 users in the financial industry.

Infront offers you a unique platform for multi-media, wide-reaching and target-group-appropriate publication of up-to-date fund information. We carry this out with well-known media partners.

Funds Service - print

Distribution and execution of data integration

In the print sector, with our newspapers alone, we reach a total of around 30 million readers in the German-speaking world.

(Source: IVW, 2nd quarter 2020):

- Der Standard
- Die Welt
- Frankfurter Allgemeine Zeitung
- Handelsblatt
- Handelszeitung
- Süddeutsche Zeitung
- Welt am Sonntag

Investment companies, for example, can use a special form of advertising (see graphic above) to attract more attention. It allows them to present their company logo and contact details in the market prices section of newspapers.

Funds Service - online

The Funds Service online offers a comprehensive range of media to optimally address institutional and private investors via the following platforms:

- faz.net
- handelsblatt.com
- wiwo.de
- managermagazin.de
- spiegel.de
- ntv
- tagesschau.de
- sz.de
- Numerous other high-reach financial and media portals
- Internet presences of financial service providers, banks and savings banks



Funds Service:
investor support with
a difference!



Internet

Potentially, almost all Internet users in Germany and Austria can be reached.

(Source: AGOF digital facts October 2020, INFOnline November 2020, ÖWA 02/2020 in D-A-CH):

- Financial portals
- Media portals
- General interest portals with an investor section
- Websites of financial service providers, banks and savings banks

Mobile

We also ensure access via mobile devices to mutual funds from around 500 fund companies. Our offer features a range of useful functions and services to private investors



who are interested in investment funds for retirement provision or asset accumulation:

- Intranet and extranet (over 90,000 users)
- Advisors at banks, in more than 60% of Sparkassen and all Volksbanken and Raiffeisenbanken
- Real-time users in banks and insurance companies, at asset managers and in industry

TV

Teletext/videotext has a more than 70% market share of 25 million users per day in Germany:

- ARD
- HR
- ntv
- rbb
- ZDF

Summary

Regardless of whether you use the Funds Service to publish your fund information via media portals or other Internet sites with a wide reach, professionals and beginners alike will be able to find their bearings with what is offered. It is only with such a broad and effective market presence that investment funds will become particularly well thought of and accepted as an investment instrument among investors at large.

We are your experienced and innovative partner for the professional presentation of your information to your target group - in a multi-media format and all from a single source. That provides the maximum benefit for you, with minimal effort.

References

- Allianz Global Investors
- Ampega
- Assenagon
- BNP Paribas
- Deka Investments
- DJE
- Flossbach von Storch
- Franklin Templeton
- Hauck Aufhäuser
- Metzler
- Monega
- Oddo BHF Asset Management
- Pictet
- Union Investment

Your advantages at a glance

- Internationally established list format (market standard)
- Legally compliant presentation
- Fulfilment of the disclosure obligations for investment companies
- Daily supply to the desired media
- Efficient depiction of brand names and the product range
- High quality of data
- Stringent quality management

Financial professionals across Europe and South Africa rely on Infront for flexible financial market solutions.

Our solutions serve 3,600 customers with over 90,000 professional users. With support for their complete workflow, financial professionals can manage investment decisions, reduce costs, adapt to fast-changing market requirements and work more efficiently with ever-increasing amounts of information – quickly, easily and flexibly.

More than 500 employees in 13 countries across Europe and South Africa apply their expertise to meet the challenges of our clients, ensuring they continuously receive the best solutions and services.