



# Wealth Management Solutions

[www.sharpfin.com](http://www.sharpfin.com)







# Vision

Sharpfin's vision includes automating every aspect of the wealth management process. Furthermore, we advance system design to increase the software's efficiency and usability to enable wealth managers to work faster, smarter, and more intuitively.

We work to consolidate disparate parts of the wealth management process. We are advancing our open architecture to seamlessly connect the processing participants into a potent, well coordinated, composite system. This contributes to a better user experience.

These steps forward will in turn downscale your costs.

Our long term vision includes being the market leading portfolio management system worldwide.



# SOLUTIONS

Sharpsin Wealth Management Suite (SWMS) is the next generation of front to back portfolio management systems.

SWMS provides a new level of efficiency and ease-of-use for asset and portfolio managers in the key wealth management processes:

- Know your customer
- Order management
- Discretionary portfolio management
- Branded reporting
- Risk and Performance monitoring

In addition, it features an open SaaS-architecture built on web services and support for standard market and settlement interfaces such as FIX and SWIFT.



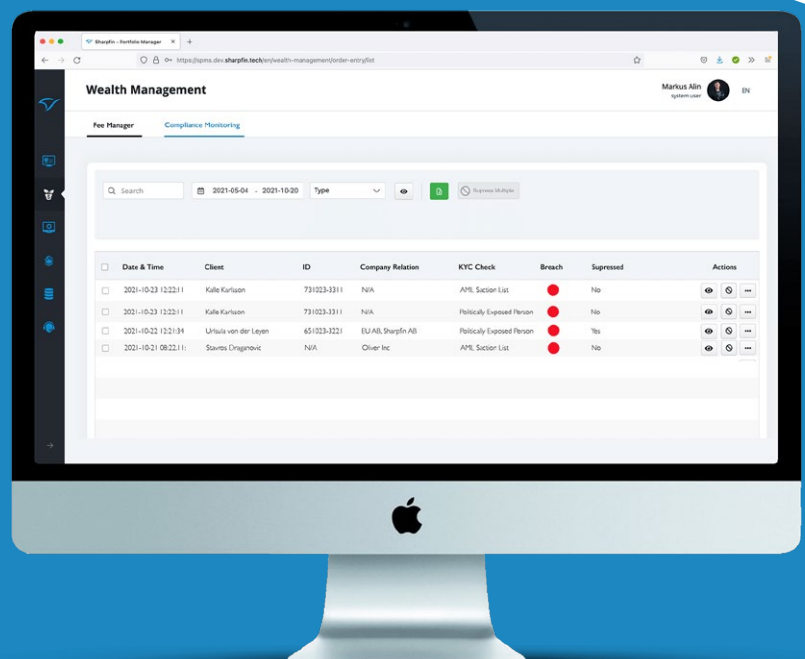
# KNOW YOUR CUSTOMER

A solid documentation of your customers is a vital part of any wealth management solution these days. Sharpfin provides a unique, fully digitized support for documenting your clients, tailored both for your specific needs and compliant with all regulations.

Furthermore we seamlessly incorporate electronic signatures via Scrive in your Know-your-customer (KYC) process. This enables remote client meetings and customer care.

Sharpfin constantly screens your client register against sanction lists for any money laundering (AML) as well as registers with politically exposed persons (PEP). This makes your organisation comply with the 3rd, 4th and 5th EU anti-money laundering directive.

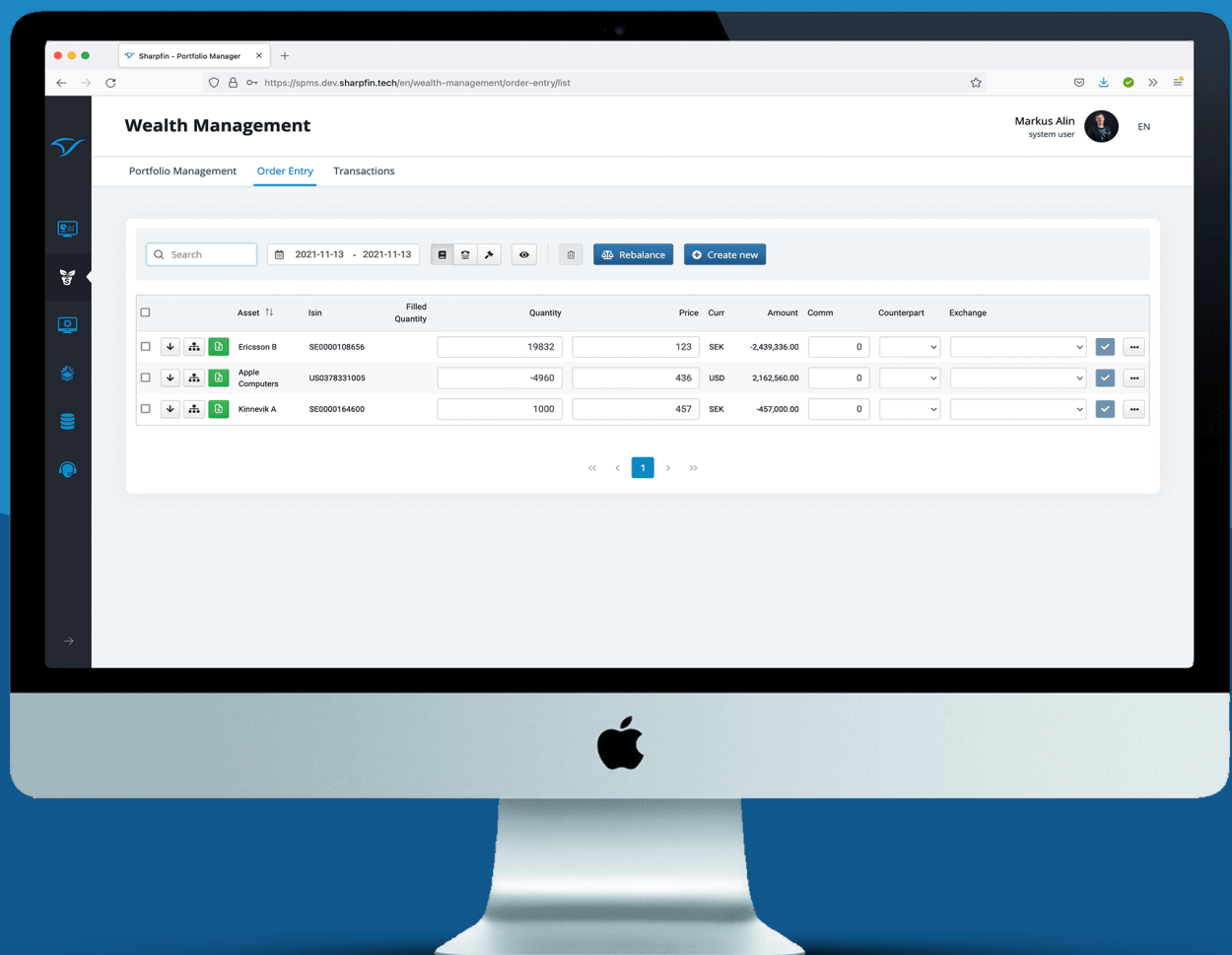
*Does your current system proactively alerts you regarding updates of KYC documentation as well as PEP and AML compliance breaches?*

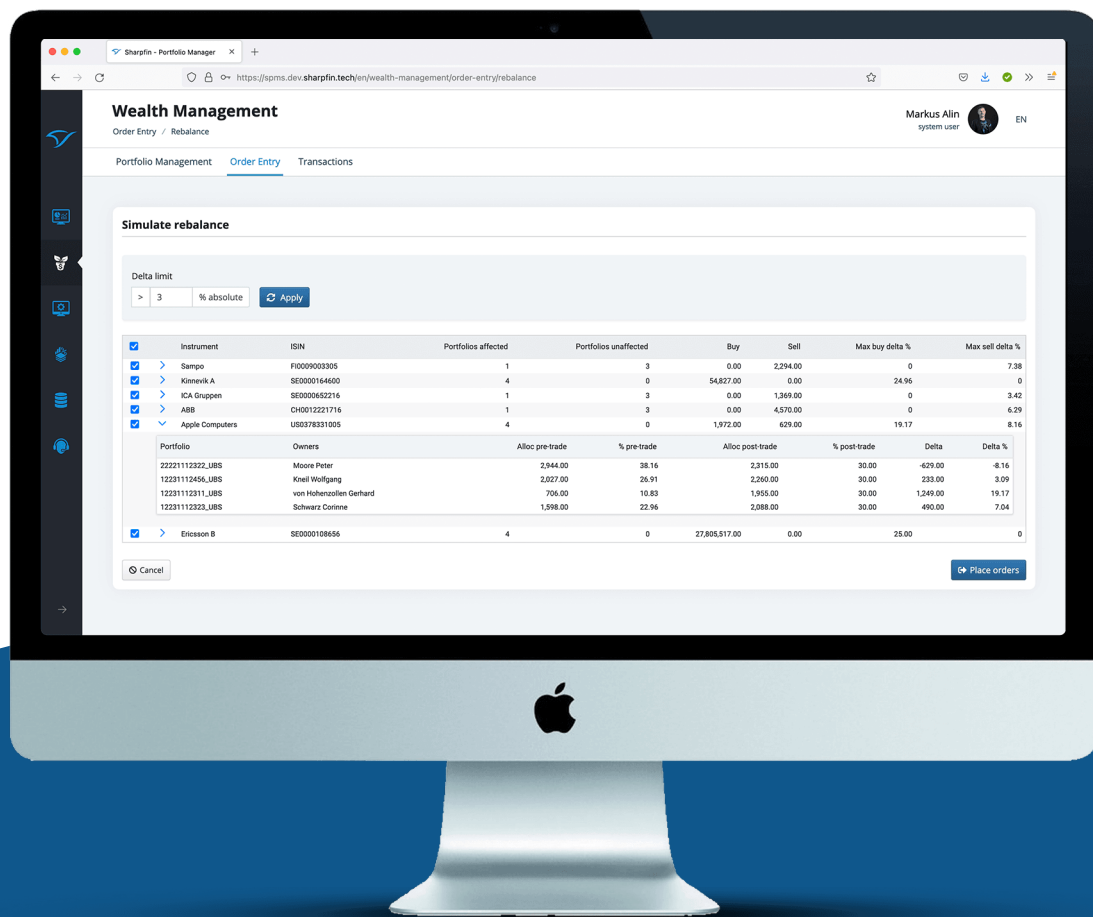


# ORDER MANAGEMENT

Order management has become increasingly complex. Not only that, regulations such as MiFID and MiFID II put high demands on transparency in the order management process - they require that all data be archived and can be retrieved to prove best execution. Sharpfin's support for these regulations ensures that our Order Management users comply with the transparency and best execution rules of, for example, MiFID II.

Sharpfin's flexible order management module has a seamless integration to trading systems such as Infront and Bloomberg for Equity trading but also features block trading of funds via electronic interface to a bank of your preference.





# DISCRETIONARY PORTFOLIO MANAGEMENT

A vital part of the discretionary portfolio management process is ensuring that your customers investments are in line with their selected investment strategy. To meet this need, SWMS provides both block orders and order simulation, making it a powerful tool for managing multiple portfolios at the same time. Increased efficiency here means lower costs and improved margins for your organization.

SWMS delivers flexibility. For instance, to display a client's holdings differently from SWMS's standard presentation, you can use either our portfolio management Excel plugin to extract and model the data in Excel or choose any custom-built report that presents your client's investments in a corporate profile of your choice.

# BRANDED REPORTING

Sharpfin values a lot that you can communicate with your customers in your own brand identity. This strengthens your connection to your clients and enables the possibility to show your clients a consolidated report for all their holdings if they have many portfolios within the same bank or even cross depot bank.

For our family office customers this service is particularly valuable since they often have their holdings spread over many banks or even unlisted holdings or commodities such as wine, art or real estate.







# RISK AND **PERFORMANCE**

The “Sharp” in Sharpfin reminds us of the Sharpe ratio, the measure for risk adjusted performance. While you focus on performance, you must not neglect controlling your risk. Poor risk control can, and usually will, damage performance over time. But you can be confident with Sharpfin’s compliance module, which constantly monitors of your risk and exposure to ensure that you do not deviate from your desired risk profile.

Using SWMS’s unique transaction aggregation, you can instantly calculate your GIPS-compliant financial performance.

The performance of your portfolio constituents can be aggregated to any classification structure, showing specific performance contributions without needing to run a batch job first.

# THE COMPANY

Sharpfin was founded 2014 in and has the headquarter in Stockholm. Our SaaS-solution is designed to provide full system support for:

- Independent Asset Managers
- Family Offices
- Insurance and Pension Advisors



We have built our solution based on quality, security and scalability. If you buy Sharpfin you buy a vendor who is in the game for a long term relationship where your satisfaction as our client is of most importance for us.

Sharpin service a growing client base throughout Europe from our Amazon Web Services datacenter in Frankfurt.

We look forward to welcome you as our next customer!





## SALES

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## SUPPORT

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