



THE INVESTMENT
FUNDS INSTITUTE
OF CANADA

L'INSTITUT DES FONDS
D'INVESTISSEMENT
DU CANADA

FUNDSERV UPDATE

Robert Smuk, President and CEO
November 22, 2012

AGENDA

1. Our Mission
2. The Way Forward
3. Case study – *Non-Financial Updates*
4. Case study – *FundCOM*
5. On the Radar

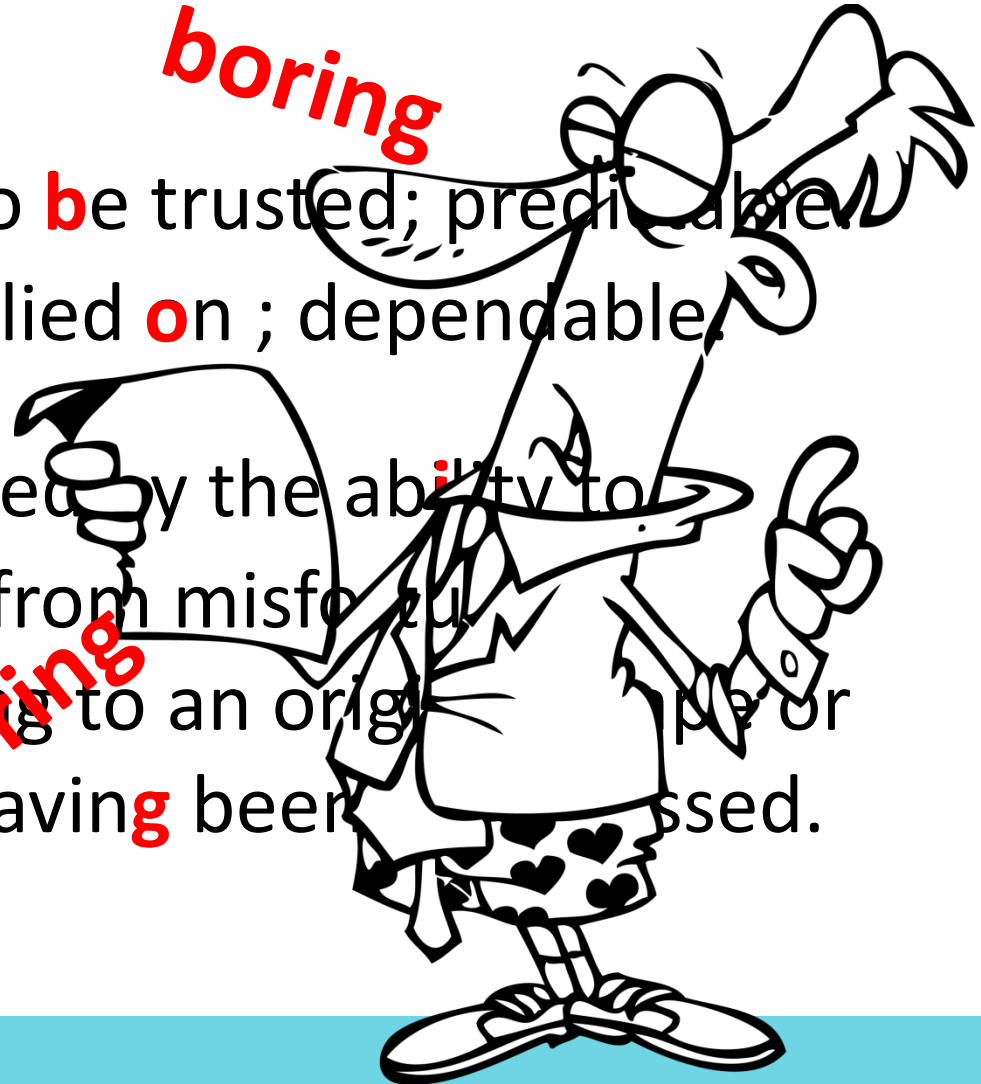
OUR MISSION

To provide *reliable & resilient* value-added network & application services for B2B initiatives that minimize *risk* & promote *timely*, automated interactions that reduce *cost* within the Canadian investment industry.

OUR MISSION

Reliable: Able to be trusted; predictable.
Capable of being relied on ; dependable.

Resilient: Marked by the ability to recover readily, as from misfortune.
Capable of returning to an original state or position, as after having been stressed.



THE WAY FORWARD

REGULATORS

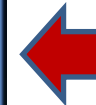


- Increase our value to the industry
- Improve our understanding of the “supply chain”
- What are the competitive differentiators ?
- Can we reduce time, cost, and risk to the investor?
- Are there economies of scale?
- Enhance industry awareness of current and future FundSERV services

DISTRIBUTORS



**MANUFACTURERS /
ISSUERS**

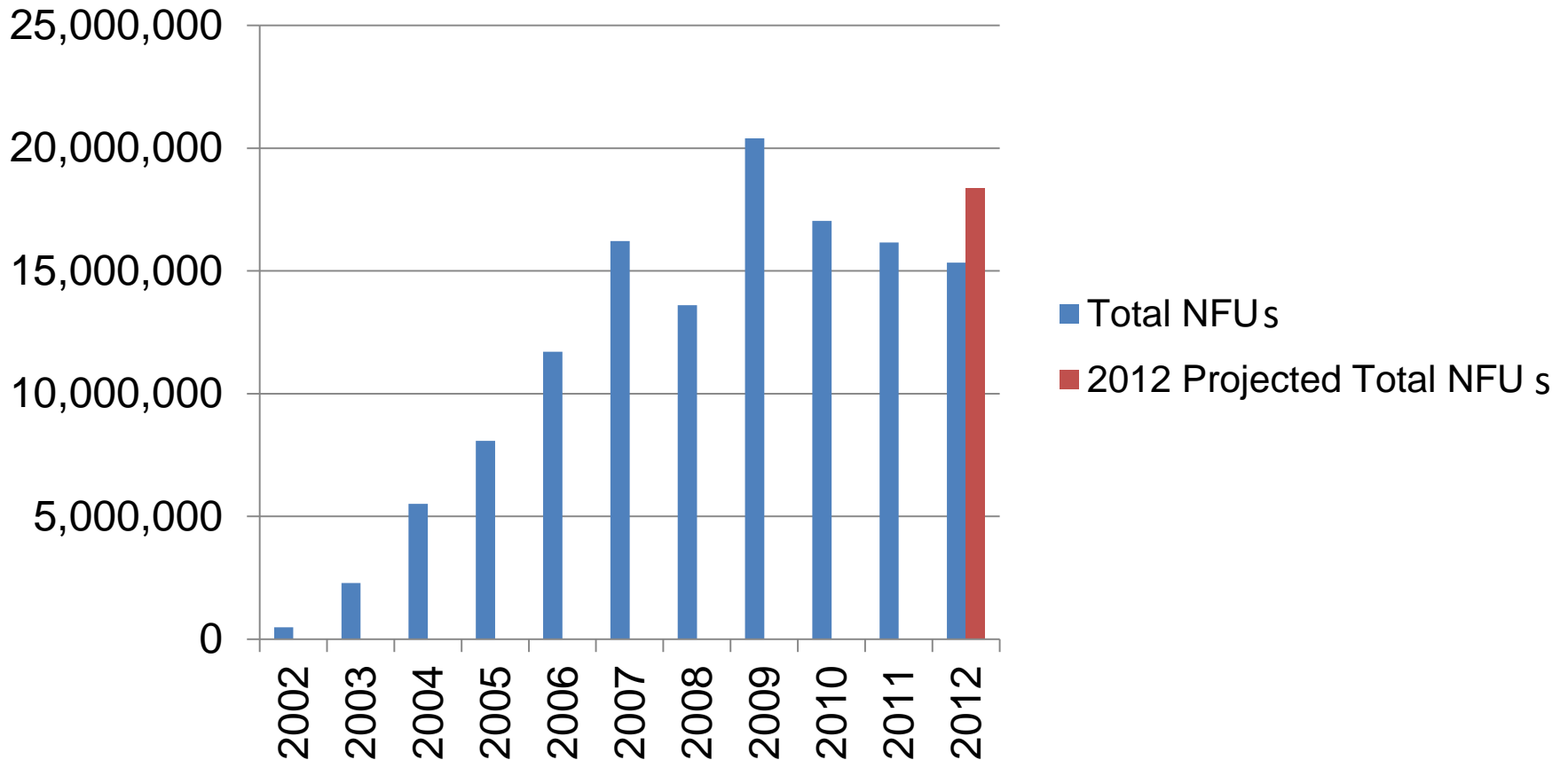


SERVICE PROVIDERS



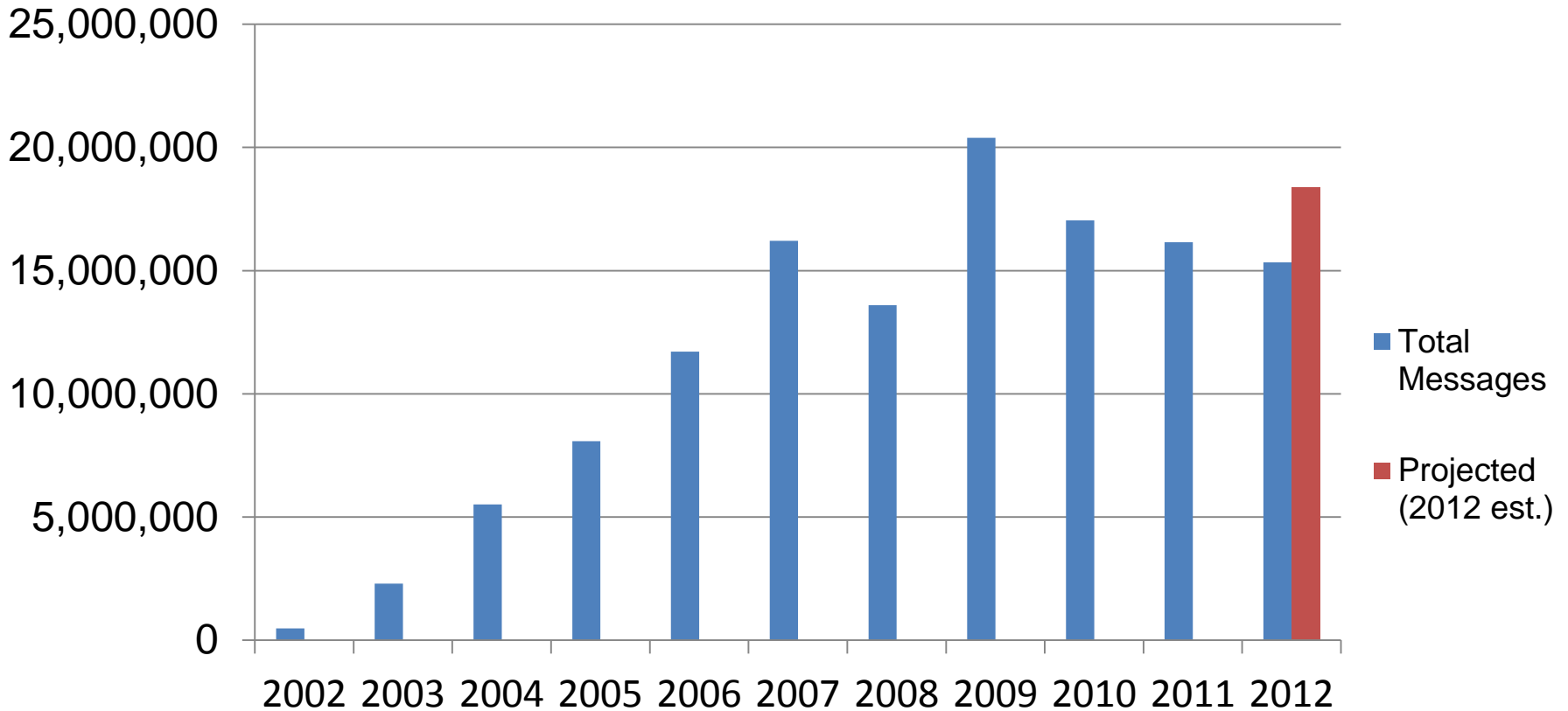
CASE STUDY – NON-FINANCIAL UPDATES

NFUs Yearly Comparison



CASE STUDY - FUNDCOM

FundCOM Annual Totals



ON THE RADAR



**WE WANT YOUR
FEEDBACK!**