

PROFILIR FOR ASSET MANAGERS

Connecting People, Capital and Insights

Our proprietary SaaS platform, Profilir, is a revolutionary digital marketing platform specifically created to facilitate frictionless connections between investors and asset managers making interactions instant, efficient, meaningful and productive.

We enable asset managers to save time, money and resources, while building enduring relationships through a shared investment outlook. Our Investor Groups include Institutional Investors, High Net-Worth Individuals, Family Offices, Pension Funds, & Professionals. Our focus is on active fund managers with differentiating investment strategies and real outcome performance records.

Features and benefits

Create a public profile

- Provide your clients an efficient way to receive your news & updates
- Share your thought leadership via video, podcasts and documents
- Attract new investors to your company
- Encourage investors, and the media to follow you

Showcase individual funds

- Create individual fund pages and share multi media content
- Choose access permission to fund pages by investor type and country of residence
- Hold Q&A sessions and allow investors to gain better insight from the fund manager
- Reach new potential investors and keep existing clients informed

Create private rooms for specific groups

- Create a private room with a specific purpose
- Choose who to invite to your private room and/or allow people to request access
- Create as many rooms as you like by topic and invite who you choose to each
- Gain insight from groups to support your initiatives

Control your communication and content delivery

- Multi-user access to include managers, marketing, compliance, and other teams
- Tag content by investor type
- Our compliance friendly archive function records all of your activities for seven years
- Gain insight into what matters to your investors

Pricing:

The freemium model means you can sign up for a basic account at no cost.

GOLD	\$925.00	SILVER	\$450.00	BRONZE	\$170.00	BASIC	FREE
Unlimited User Accounts		4 User Accounts		2 User Accounts		1 User Account	
Unlimited Private Rooms		4 Private Rooms		2 Private Rooms		1 Private Room	
Unlimited Profile Videos		6 Profile Videos		4 Profile Videos		1 Profile Video	
Unlimited Product/Fund Videos		6 Product/Fund Videos		4 Product/Fund Videos		Product/Fund Video	
Unlimited Private Room Videos		6 Private Room Videos		4 Private Room Videos		1 Private Room Video	
Unlimited Profile Documents		Unlimited Profile Documents		4 Profile Documents		2 Profile Documents	
Unlimited Fund Documents		Unlimited Fund Documents		4 Fund Documents		Fund Documents	
Unlimited Messaging		Unlimited Messaging		Unlimited Messaging		Unlimited Messaging	
RSS Integration		RSS Integration		RSS Integration		RSS Integration	
Email Notifications		Email Notifications		Email Notifications		Email Notifications	
See Followers		See Followers		See Followers			
Q&A Messaging		Q&A Messaging		Q&A Messaging			
Content Archive		Content Archive					
Profile Views		Profile Views					

The pricing detailed above is monthly recurring. There is also an option to pay the fee annually at a 10% discount.

*Subscription pricing is also available in Euros and British Pounds.

For more information, please [contact us](#)

[profilir.com](#)



[Disclaimer](#)

Our Interview Services

Video | Podcast Interviews and Presentations (recorded – not live – and done remotely via Zoom):

The purpose of the interviews is to enable you to effectively engage with investors by telling your story over time to demonstrate why you are investible. Interviews and Presentations are conducted on a monthly frequency on average. A topic and associated questions are agreed in advance with you for each interview or presentation. Areas typically covered in different interviews over time include:

- About your company, people, history
- Your investment process and strategies
- Deep dive on portfolio/fund construction and performance updates
- Market commentary, shareable research and thought leadership
- An immediate newsworthy event (surprise interest rate hike)
- General education

You approve the final edited interview or presentation for your internal approvals and receive the final copy. The media file can then be posted on the Profilir platform and shared elsewhere.

Pricing is tailored for each client and will range between \$1,700 - \$2,700 per month depending on:

- Number of videos/podcasts produced
- Length of each video/podcast
- Pre-production preparation on questions, answers and
- Amount of post-production editing required

One-time interviews may also be requested.

Experience the platform yourself by creating an account now: www.profilir.com

About us

- Profilir is part of the Apex Group
- Apex Group is a global provider of financial services to asset managers, corporates, family offices and financial institutions, with 5000 employees and 50 offices.

www.apexgroup.com

Contacts

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For more information, please [contact us](#)

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