

## Improving the CEF Experience Through Education, Access, and Connectivity

Closed-end fund (CEF) managers today are contending with a range of challenges, including increased shareholder activism and the need for efficient and effective resources to adequately support secondary market trading of their closed-end funds.

**The FLX Closed-End Fund Nexus offers a turnkey solution for asset managers and a connection point, or nexus, for education and insights for the CEF industry at large.**



CEF Managers can leverage FLX's modernized, tech-driven approach and expertise towards supporting their closed-end funds with regular and consistent market and strategy updates, investor and advisor education, and on-demand resources to capitalize on changing market conditions.

## A Customized Solution to Provide a Better CEF Experience

### Current Needs

### FLX CEF Nexus

Secondary Market Engagement



#### Turnkey service:

Support your existing CEFs and enhance engagement through collateral and webpage updates, regular communications, and a centralized CEF destination for asset and wealth managers and advisors

Provide Education and Insights



#### Integrated approach:

A dedicated CEF news and media channel, an AI-facilitated newsletter aggregating real-time insights, closed-end fund data & intelligence, and virtual communications and events to provide advisor/investor education

Greater Exposure and Visibility



#### Increased fund visibility and demand:

Identify and target a financial advisor audience that is relevant to your CEF business from a total universe of 300,000+ advisors and 600,000+ buying units (e.g., teams, partnerships etc.)

Flexibility and Scalability



#### On-demand resources:

Access a distribution solution that can supplement your existing team to capitalize on IPO opportunities and maintain a presence with wealth managers

## The FLX CEF Nexus offers tangible productivity enhancements and efficiency through:



A modernized digital marketing platform empowered by data and insights to connect and build brand awareness with fund shareholders



A comprehensive secondary market servicing and marketing solution that can complement your existing resources or serve as your dedicated team



Increased visibility through webinars, dedicated outreach, and select in-person events



Cross-selling opportunities with digital lead generation campaigns for complementary products



Insights and partnership through your product development process by the FLX Leadership, Sales, and Marketing teams



An on-demand, comprehensive, and cost-effective distribution solution for IPOs

The FLX CEF Nexus enables participating asset managers to navigate an increasingly complex secondary market and benefit from a cost-effective servicing solution and a new centralized connection point for the CEF industry.

**Simplify, modernize, and revolutionize your CEF business today.**  
**Contact us at [solutions@flxnetworks.com](mailto:solutions@flxnetworks.com) to learn more.**



### About FLX Networks

FLX Networks solves substantial pain points shared by asset managers, wealth management firms, and financial advisors. We've created a single destination for solutions, services, and engagement. Our members tailor their solutions based on their business needs and goals, offering productivity, cost savings, and growth potential.