

**THE CHALLENGE**

**A Disconnect Between Content Providers and Content Consumers**

The intermediary marketplace has a **critical need for thought leadership and research** by portfolio managers, research analysts, and industry experts. These insights are windows into investment philosophies and processes and help professional investors like financial advisors and registered investment advisors (RIAs) select best-in-class investments and build alpha-generating portfolios for their clients.

Asset managers and investment research teams are creating the content. In fact, advisors and RIAs can access **more information from more sources than ever before**. Therein lies the challenge:

- Asset managers and investment research teams must breakthrough a crowded space and compete for mindshare of financial advisors and RIAs.
- Wealth management firms, financial advisors, and RIAs are inundated with content from many sources and may be missing the timely and relevant insights they need.

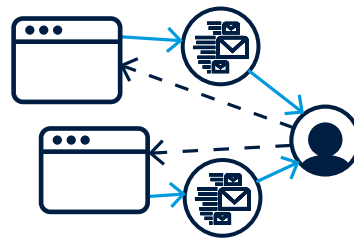
The content itself is not the issue, it's the delivery.

**THE OPPORTUNITY**

**Making Connections through Centralized Delivery**

**FLX Intelligence**, a centralized multimedia resource hub within FLX, connects content providers with content consumers. Rather than seeking content from individual sources—asset manager websites, emails, or media—financial advisors and RIAs are empowered to consume transparent, unique, and aggregated content how and when they want in one location.

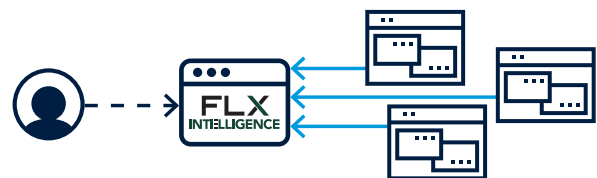
**Decentralized Content Delivery**



To access content today, advisors are often inundated by asset manager emails or must look to individual manager websites.

**Content Centralized within FLX Intelligence**

A one-stop shop for industry insights and research, FLX Intelligence enables advisors to design their own content consumption experience.



**FLX Intelligence** is an open-architecture and searchable platform that features differentiated thought leadership and actionable research from industry experts on a wide array of timely topics, in written, video, and audio form, including:

Asset Manager Due Diligence  
Individual Securities  
Practice Management

Capital Market Insights  
Innovation Roundtables  
Sector Research

Economic Outlooks  
Leadership Insights  
Thematic Thought Leadership

## The Model

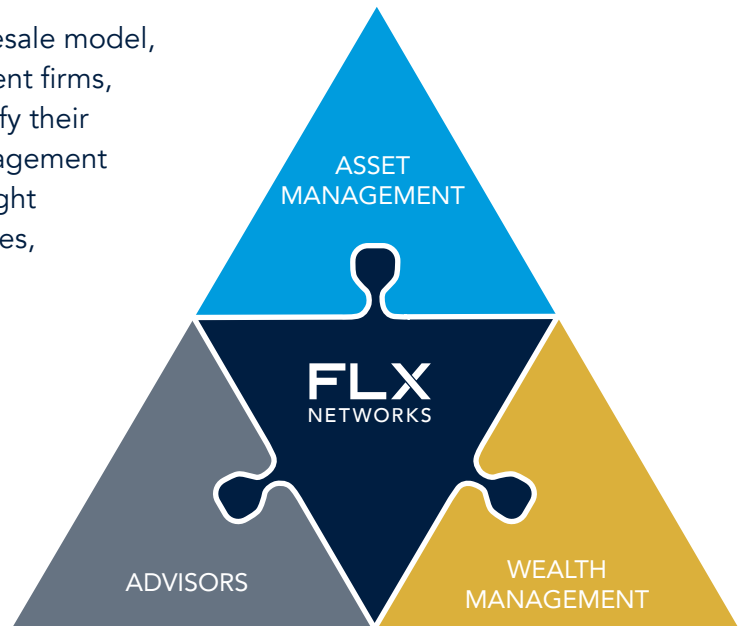
FLX Intelligence provides asset managers a virtual client engagement model for sales and service, brand building, broadening content reach, and growing business through:

- Unlimited written, video, and audio content promotion
- Dedicated asset manager showcase channels
- Discounted media capabilities
- Discounted access to FLX service providers

As FLX Intelligence further builds its platform, functionality, and resources, early and interested subscribers can have an impactful voice on the ultimate provider and end-user experience.

## About FLX Networks

After decades of relying on an outdated wholesale model, it's time for asset managers, wealth management firms, and financial advisors to modernize and simplify their relationship. FLX Networks revolutionizes engagement for this community. FLX members access thought leadership, investment ideas, business resources, and connectivity to peers and industry experts in one centralized destination, delivering productivity, savings, and growth.



To learn more or partner with FLX Intelligence on revolutionizing content delivery for the intermediary marketplace, contact [information@flxnetworks.com](mailto:information@flxnetworks.com) or visit [flxnetworks.com](http://flxnetworks.com).