

# FLX NETWORKS

## QUARTERLY PERSPECTIVE

April 2024

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## **Brian Moran**

FLX Networks CEO and Founder

### **Creating Value and Understanding Challenges**

Why did I become an entrepreneur? While the answer to that question could develop into a short business novel, I'll boil it down into three things I hoped to achieve:

- Make decisions vs. perpetually planning
- Change the industry
- Create value

Why does this matter to you? I imagine that you are not much different than me in that you want to find ways to work smarter, more effectively, and feel like you are leading/operating your business to the best of your ability. In this Quarterly Perspective, I'll highlight:

- Building something of value
- Understanding the challenges
- How leveraging FLX can help you overcome and achieve

#### **Building Value**

Here is a headline grabber – building PowerPoint presentations or white papers on your company's strategy is NOT valuable if you never act on any of the suggested ideas. In fact, it is a sure way to burn out your team, demotivate your leaders, and fall quickly behind the competition.

As FLX gained momentum, we recognized we could not implement the same historical business models of the past and expect to deliver value for the future. We knew that our vision of modernizing and simplifying the engagement model between asset and wealth management was ripe for disruption and that leveraging a technology community to drive networking and share in business and technology services was something that logically made sense.

We believe that professionals want fewer vendor partners, places to retrieve information, and expenses to go with it all. The status quo — narrow point solutions — is suboptimal. That's why FLX boldly created one singular destination for insights and solutions. By making decisions, pivoting when necessary, and doubling down where needed, we are changing how an industry can approach implementation and as a result, creating value.

## Understanding Challenges

My advice for entrepreneurs building your business? Buckle up, it's a bumpy, unpredictable, and challenging journey. Building a small business vs. taking employment at an established business is like investing in microcap fund vs. a core bond fund. Sure, there is volatility in both, but one comes with significantly more canyons and mountain tops! That said, I've identified three challenges to be ready to endure and overcome.

## Challenge #1: Complacency

Understandably, many of your potential customers are not urgently looking to change how things are done. Why? Let's assume they're profitable, they earn reasonable compensation, and their stress level is manageable. Their status quo is comfortable....for now.

## Challenge #2: Capacity

Even if there were an opportunity to and appetite for help, sometimes there is not enough capacity or resources to implement significant change.

## Challenge #3: Risk Aversion

Most professionals are not built to take risk. The idea of risk for many, is whether to include a provocative PowerPoint slide in the upcoming strategy session or client brochure. Significant diversion from the status quo invites risk, and your prospective clients may not want to put their quality of life in jeopardy despite your value prop, rationale, and assurances.

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Don't allow pushback to alter your passion and spirits. All these challenges should be confronted relentlessly but with an eye towards consultatively adding value with new, different, and tailored solutions. Finally, the key to overcoming these challenges is a mixture of creative hustle and perpetual visibility.

## Leverage FLX Networks

FLX Networks has purposely evolved to be that destination for asset and wealth management to engage each other and overcome the inherent business challenges they may face.

Through our platform, we encourage engagement among our community, promotion, and smarter workflows. We believe that one destination that aggregates many disparate point solutions is a better experience than forcing our members to continue as general contractors piecing it all together. The FLX Launchpad provides access to insights and investment ideas through our [Intelligence](#) and [Investments](#) Exchanges along with an integrated and cost-effective set of business and technology solutions through our [Solutions](#) Exchange.

Within the Solutions Exchange, our members access the nationally recognized [FLX Business Accelerator](#), award-winning [marketing](#) and [media](#) agencies, and our experienced groups of [shared personnel](#). In coordination with these services and teams, members can also integrate sophisticated technology and data solutions provided through [FLX Analytics](#) or [FLX AI](#). In essence, a single agreement, invoice, and partner to help.

All of this is available to enterprises and individuals! Please take a moment and visit our incredible offering, so that you too can overcome the challenges and build your own disruptor! Click [here](#) to learn about FLX Networks Enterprise offerings for asset managers, [here](#) for wealth management firms, and [here](#) for individual members, available to anyone across the asset and wealth management industry.

Thank you for your support.

*Briau Morau*

On-demand content and the ability to showcase your brand are essential to maintaining an omnichannel presence. FLX Media can help you deliver differentiated content to increase your visibility and convey key information about your firm and products.

Contact [Matt Novello](#), Head of FLX Media, to learn more.

## The Latest from FLX and Our Community



[FLX Networks  
Transforming The Home  
Office Landscape](#)



[FLX Networks  
The FLX Advantage  
for Asset Managers](#)



[Argent Capital  
Management](#)



[Argent Capital  
Management:  
Mid-Cap Strategy](#)

## Friday Film Series: Catch up on thought leadership and key firm updates in this weekly series from CEO Brian Moran.



[FLX Closed-End Fund  
Nexus](#)



[The FLX Membership](#)



[FLX Tuition Rewards](#)



[Launchpad](#)

## Asset Manager Insights: Stay current with unique perspectives and content curated by our members!



[Third Avenue:  
Global Value Strategy  
Q124 Update](#)



[Bristol Gate:  
U.S. Equity Strategy  
Q124 Update](#)



[Leuthold:  
Core Investment  
Strategy Q124 Update](#)



[Astor Dynamic  
Allocation Strategy  
Q4 2023 Update](#)

Amplify your messaging by leveraging a tailored intelligence hub to effortlessly gather diverse insights and use AI-facilitated content to generate personalized digital campaigns.

### Introducing FLX Artificial Intelligence (AI), delivering:

- **Convenience:** Effortlessly search and process massive volumes of content at scale, empowering you to extract valuable insights real-time.
- **Workflow:** Streamline content search, filtering, and curation.
- **Productivity:** Consolidate your selected content into summaries and attribution in seconds.
- **Scalability:** Create content for customized newsletters and digital outreach for your clients and prospects with a click of a button.

WHO IS IT FOR?	FLX AI	BENEFITS
Asset Managers	<ul style="list-style-type: none"> <li>• Content aggregation</li> <li>• Dynamic content creation</li> </ul>	<ul style="list-style-type: none"> <li>• Generate AI summaries in minutes to create content tailored to, and relevant for, your target audiences.</li> </ul>
Wealth Management Firms	<ul style="list-style-type: none"> <li>• Rules-based curation of firm-approved materials</li> <li>• Content aggregation from your approved asset managers</li> <li>• Easily consolidate with your own news and thought leadership</li> </ul>	<ul style="list-style-type: none"> <li>• No need to solicit asset manager materials, saving time and boosting productivity.</li> <li>• Efficiently summarize fund commentary across strategies and partners.</li> </ul>
Advisors	<ul style="list-style-type: none"> <li>• Seamless aggregation of timely and relevant topics</li> <li>• Client &amp; prospect email campaigns</li> </ul>	<ul style="list-style-type: none"> <li>• Single destination for content of most interest.</li> <li>• Develop your client service communications and prospecting campaigns at the touch of a button.</li> </ul>

Access insights, data, tools, and a unique financial benefit all in one centralized destination. Learn more [here](#).

	Freemium	Basic	Plus	Premier
Overview	Get smarter, fast. Access insights, investment ideas, and savings.	Grow your network. Search, view, and connect with other members.	Expand your brand. Deliver personalized content via FLX AI.	Save for college! Gain annual benefits through FLX Tuition Rewards.

Community Engagement	Freemium	Basic	Plus	Premier
<b>Launchpad:</b> Your network homepage with two customizable industry news channels.	X	X	X	X
<b>Community Profile:</b> Build your profile within a dedicated asset and wealth management community.	X	X	X	X
<b>Network with Industry Professionals:</b> View profiles, learn engagement preferences, and network.		X	X	X
<b>Community Events:</b> Admission to FLX-sponsored industry events.			X	X
Network Benefits	Freemium	Basic	Plus	Premier
<b>Intelligence and Investments Exchanges:</b> Insights, investment ideas, and real-time market and business updates.	X	X	X	X
<b>Solutions Exchange:</b> Access differentiated business services and perks, saving you cost and time.	X	X	X	X
<b>Store:</b> Access to a curated selection of custom-branded giveaways at preferred pricing.	X	X	X	X
<b>Exclusive Industry Insights:</b> Monthly flow data, industry insights, and podcasts.	X	X	X	X
<b>FLX AI:</b> Gather real-time diverse insights and generate AI-facilitated summaries for personalized campaigns.			X	X
<b>FLX Tuition Rewards:</b> Earn 10,000 points/year towards tuition for 450+ participating universities. <b>Members who join by 6/30/24 earn an additional 10,000 points this year.</b>				X

Investment	Freemium	Basic	Plus	Premier
<b>Annual Subscription</b>	\$0	\$72	\$144	\$240



We are pleased to share FLX Flow Insights, an exclusive benefit for FLX members offering a look into key asset management and distribution trends.

As a valued member of FLX Networks, you can now access this report on your FLX dashboard at any time. To access this and past month's reports, [log in to your FLX account](#) and select "Broadridge Financial Solutions Inc" under the "Source" dropdown in "FLX Community Insights".

The FundFlash Report linked below provides a summary of trends and developments in the U.S. funds market over the previous month based on data from the Broadridge Global Market Intelligence (GMI) funds module. GMI tracks US\$65T in global fund assets across distribution channels. Data is reported with a one-month lag.

- The Large Blend category led all categories in terms of net flows for the month, benefitting from continued gains in U.S. stocks during the month, while Short-Term and Ultrashort Bond Funds experienced significant outflows.
- Building on \$7B in inflows in January, the Digital Assets category attracted \$5.8bn in inflows in February, led by Bitcoin funds which garnered over \$2.4B in flows from Broker-Dealer advisors.
- The Trust Company and Online channels led among distribution channels in terms of organic growth, with the Direct/Institutional channel experiencing modest declines.

View the report [here](#).