

Offsetting Industry Challenges With Seismic's Positive ROI Impact

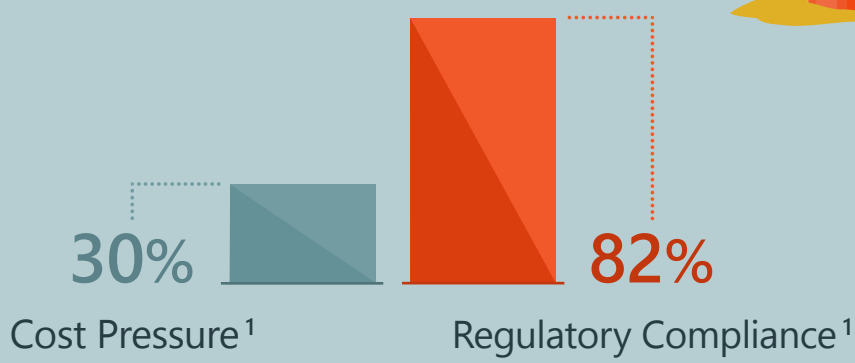
Rising Costs and AUM Outflows

Global Landscape

RISING COSTS, ADDED HOURS

Compliance

Top Challenges for Firms:



71% of firms expect compliance *budgets to increase* within the next 12 months³

69% of firms expect *more regulatory information* within the next year

2 out of 3 expect senior compliance staff to *cost more* in the coming year

13% of compliance teams spend **7+ hours PER WEEK** amending policies and procedures to reflect new rules

vs.

Content Automation ROI

\$300B AUM Firm

TIME SAVED (LEVERAGING SEISMIC)...

Sales²

&

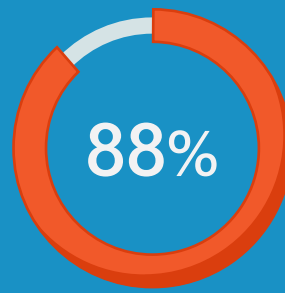
Marketing

450 Consultants at \$50/hr, 2080 hours per year

50 Associates at \$57/hr, 2080 hours per year

Developing materials **25%** of time

Developing & managing materials **50%** of time



of *hours saved* dedicated to developing materials (3-year average)

50% of that *productivity captured* (3-year average)



of *hours saved* dedicated to developing materials (3-year average)

92% of that *productivity captured* (3-year average)

AUM OUTFLOWS

\$70.5B⁴

Q1 active strategies

\$111.1B

Q2 active strategies

\$1.1T

Active strategies over 4 years (U.S. equities)

Total 2016 Q1 and Q2 AUM Outflows:

\$215B

...IS A DOLLAR EARNED

\$11,819,635

3-year NPV of *sales* productivity increase⁵

\$4,990,814

3-year NPV of incremental output *per marketer*

\$16,810,148

Total 3-year NPV of benefits

ROI:

445%

Learn more about the value Seismic can deliver for your firm at:

seismic.com

1. http://www.ey.com/gl/en/industries/financial-services/asset-management/global-survey-investment-operations#.WAjm_iSmom3

2. *Composite means based on analyst recommendations

3. <https://risk.thomsonreuters.com/en/resources/special-report/cost-compliance-2016.html>

4. <http://www.reuters.com/article/us-global-investment-flows-idUSKCN11L1ZF>
<http://in.reuters.com/article/global-flows-investment-idINL8N1913VF>

5. *These outcomes are not indicative of any realized benefits in the areas of sales and marketing effectiveness or compliance fulfillment.