

## **Key Investor Information Documents – the drafting solution.**

**Drafting Key Investor Information Documents (KII) requires a different approach, and is causing many fund management groups a great deal of concern.**

**Why not leave it to the experts?** Technical Fund Marketing (TFM) provides KII drafting expertise to Kii Hub and a drafting service for fund objectives and risk wordings to the industry. We have enormous drafting experience having been on the KII journey with a considerable number of clients. We are up-to-date with the various regulatory and industry guidance.

**We have developed our KII service over two years and are fully engaged with the industry.** We have been examining the regulations and their implications throughout their development. To date we have drafted wording for a large number of groups, from the simple to the complex.

During 2010 we launched and hosted the first industry forum available to all management groups and continue to hold follow-up meetings, with the next planned for October 2011. These discussions explore how matters have evolved during 2011, in particular since the initial launch date of 1 July 2011, and to answer questions raised by clients who have started the production of their KIIs. We involve regulators and trade bodies in these discussions and we meet with them to discuss the on-going issues our clients face.

**Our drafting process is straightforward.** Typically we will meet with you to talk through our process and holistic approach to writing your fund objectives in plain language. We are very mindful that the rules set a clear framework and that the objective wording in the KIIs must be written in a way which makes them understandable to a novice investor. We agree with you a set of pilot funds to work on and review at a high level the marketing and legal documents for each fund. These include factsheets, prospectuses, simplified prospectuses and any marketing literature which details investment process.

**We draft in line with regulations.** We avoid the use of jargon, particularly those already identified as such by the FSA. Where this is unavoidable we include an explanation of the term used. We meet with you to discuss the drafting, changes that need to be made and then roll these out across your remaining funds. Inevitably the final wording of your objectives will be subject to your control and input from your professionals. We will then agree a final review of all of the funds for sign off.

**Highly cost effective.** We believe you will be pleasantly surprised at the costs, which are simple, transparent and on a per fund basis. KIIs are a regulatory requirement and groups are often also able to charge such professional fees to the funds.

## **Beyond KIIDs, there's SIDs!**

**The Supplementary Information Document (SID)** is an industry working title for the essential information needed by clients, but which you cannot by regulation put within a KII.

Groups are asking: "What other useful or essential information do we need to provide investors for them to make an informed investment?" "And how?". There is little guidance or recommendation from any regulatory body and we understand this will not be forthcoming.

**TFM have successfully drafted such documents for clients** and can offer the same bespoke service to your company.

Again our process is seamless. We agree with you a drafting process and approach. We will draw up a straw man document containing the proposed sections. We will, at all times, bear in mind the approach taken for KIIs and simplify the wording and steps required by investors in each section. We will produce the initial draft of the new document for you and walk you through it, agreeing suggestions and amendments. At this stage we would hope that this draft is close to a final version, with near sign off from all of your internal stakeholders.

**If you would like to find out any more information** or receive a quotation from TFM regarding any of the services above please do not hesitate to contact the TFM team on **0207 337 2280**. We will be more than happy to come and meet with you.

**4 October 2011**