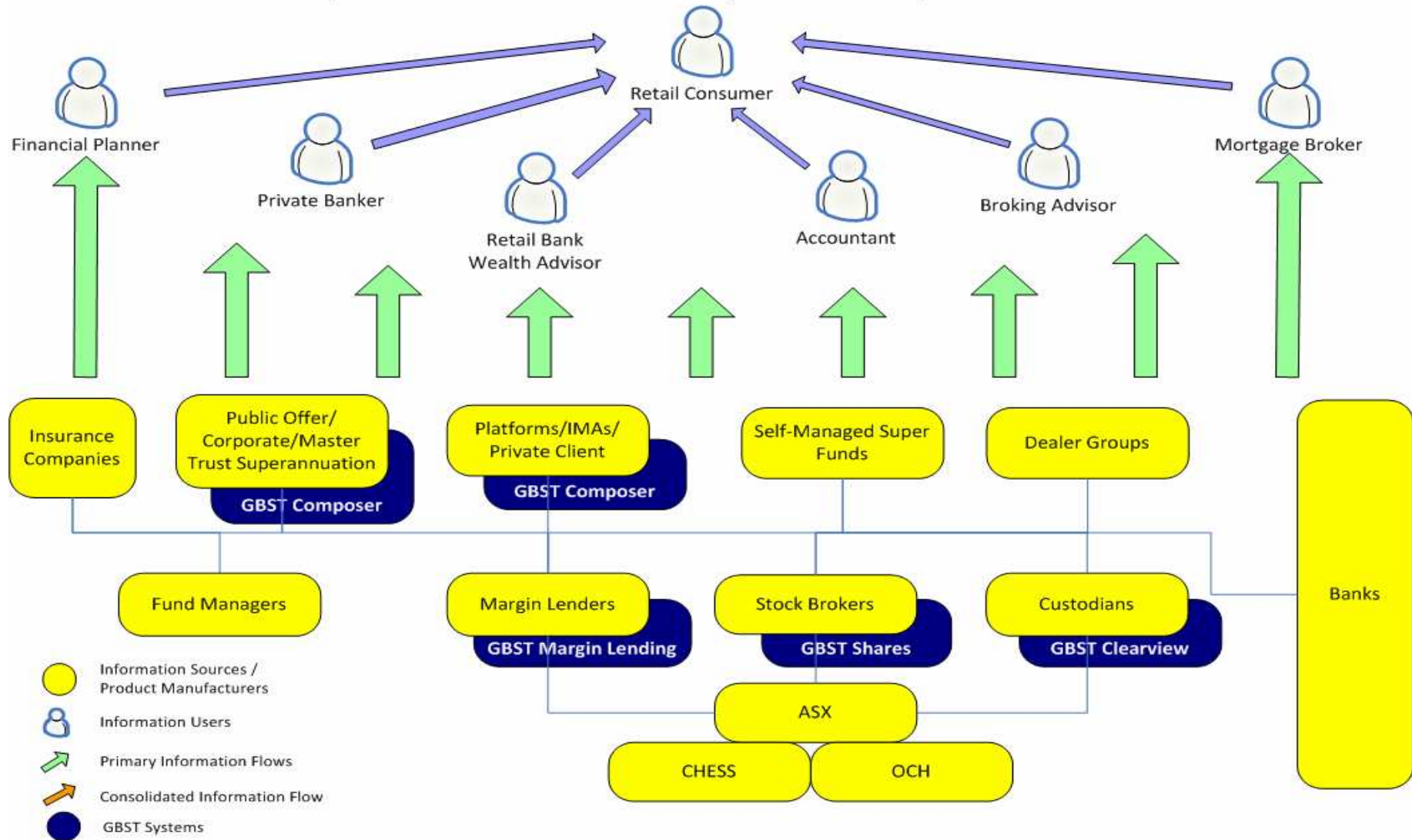




GBST Financial Services Distribution Strategy

Without GBST Financial Services in the mix – the current state of play...
Multiple channels to and from multiple sources of product information.



4 Key Areas of Focus

- Front Office
 - Our aim is to deliver a platform based on cutting edge technology that can support Financial Services professionals by supplying them with the data and services they need to meet and exceed the needs and expectations of their customers.
- Market Access
 - Our aim is to connect the Front Office platform and the Financial Services professionals using it to product manufacturers in a seamless and real-time fashion such that new products can be provided to customers , and managed for customers - all from the one desktop .
- Market Intelligence
 - Our aim is to provide insight and value-added information to Financial Services professionals via the Front Office platform in a manner that makes them better informed on what is happening in the market and future trends than any other player.
- Tools & Design
 - Our aim is to provide analytical tools to Financial Services professionals via the Front Office platform to give them the edge in the dealings with clients and an ability to clearly demonstrate the benefits their services deliver. Additionally, we can provide customisation of these tools to capture the unique flavour that an organisation wishes to capture.

With GBST Financial Services in the mix – the future...
 One channel for a consolidated stream of product information and related services.

