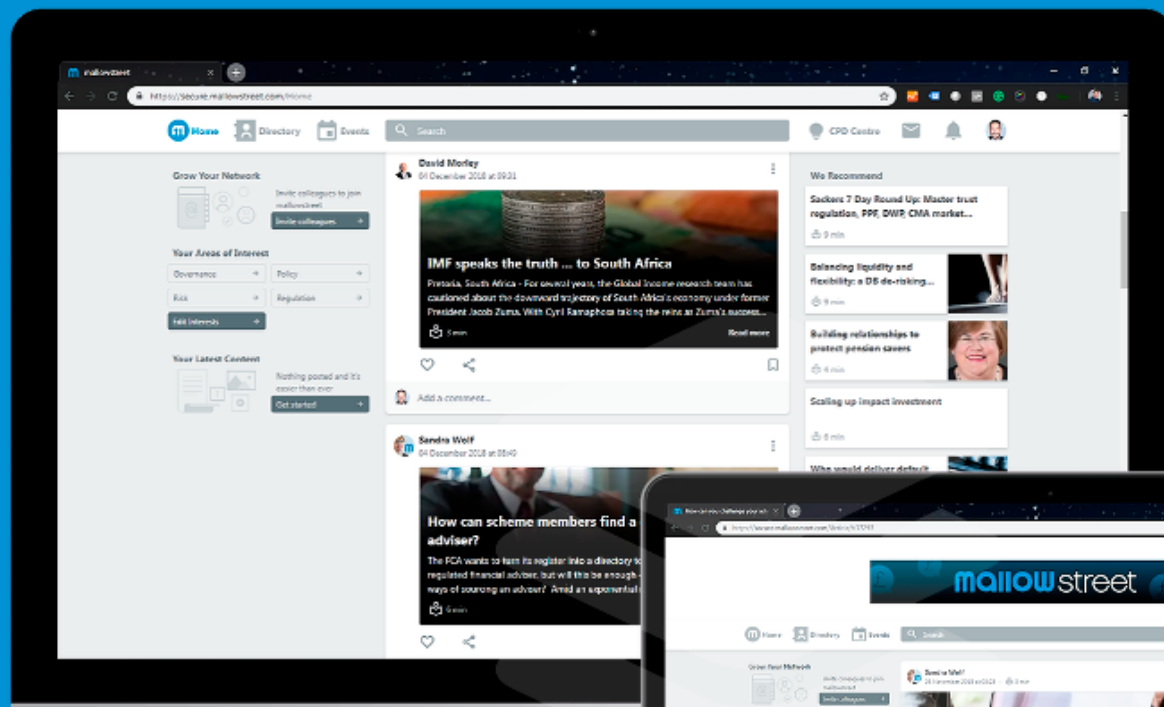




Media Pack



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What is mallowstreet?

mallowstreet is a social network and educational events portfolio for professionals in the UK institutional pensions community.

- mallowstreet.com is the ONLY secure and verified online community for pension funds, their consultants, advisers and other institutional investors
- mallowstreet.com allows any of our clients to interact with a community of over 3,000 industry professionals 24 hours a day, 365 days a year
- in 2021 mallowstreet will host over 50 digital and in person events

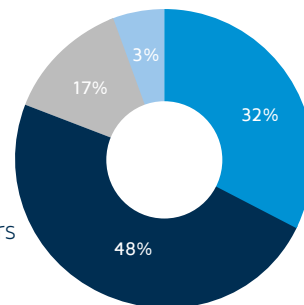
By using a combination of mallowstreet.com, mallowstreet Insights, and mallowstreet University events our clients can identify which of their solutions are best suited to specific pension funds in the community.



Both the online mallowstreet platform and mallowstreet University events are PMI accredited and are eligible for CPD points.

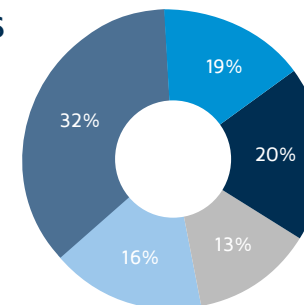
Community breakdown:

- Trustees
- Advisers
- Expert Contributors
- Solution Providers

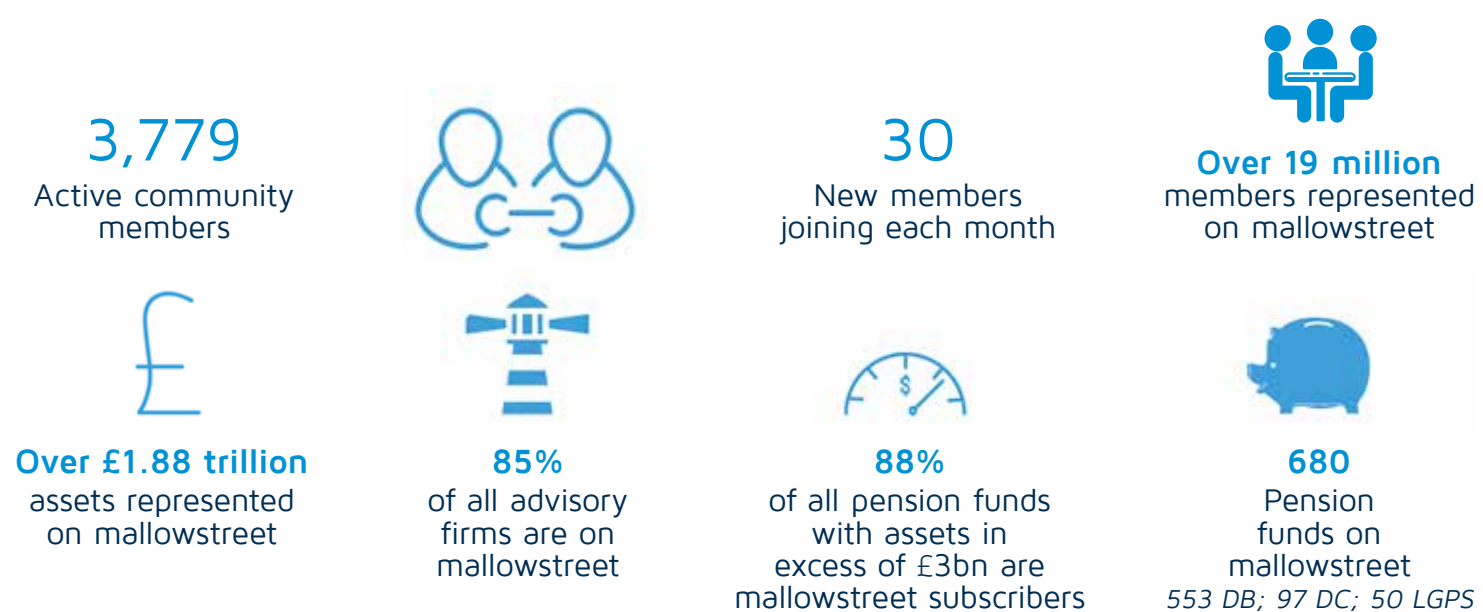


Pension fund sizes represented:

- £3bn +
- £1bn – £3bn
- £500m – £1bn
- £200m – £500m
- £10m – £200m



mallowstreet.com: Key Statistics



mallowstreet University: Key Stats



mallowstreet Clients

A selection of some of the current mallowstreet clients.

Aberdeen Standard Investments	Alpha Real Capital
American Century Investments	Artemis Investment Management
Aviva Investors	AXA Investment Managers
Barings	BlueBay Asset Management
BMO Global Asset Management	Capital Group
ClearBridge Investments	Eastspring Investments
Eaton Vance	Franklin Templeton Investments
HSBC Asset Management	Invesco
Janus Henderson Investors	Jupiter Asset Management
Legal & General Investment Management	Loomis Sayles
M&G Investments	Morgan Stanley Investment management

Newton Investment Management	Ninety One
NN Investment Partners	Nuveen
Partners Group	Pension Insurance Corporation (PIC)
PGIM	Pictet Asset Management
PIMCO	Pollen Street Capital
Quoniam Asset Management	Rothesay Life
Russell Investments	RWC Partners
Sarasin Partners	Schroders
T. Rowe Price Investment Management	Triple Point Investment Management
TwentyFour Asset Management	UBS Asset Management
Wellington Management	World Gold Council

mallowstreet.com – Native Advertising 24/7

The Feed is where our members find the latest thoughts, comments, videos and research pdfs from their industry peers. All content published is generated by the community, expert contributors or mallowstreet. The design of **The Feed** allows users to post and consume pensions related content all in one place.

mallowstreet offers access to partners on The Feed through premium content positions and through native advertising.

Choose which licence works best for your marketing objectives:

Company

An annual licence allows your company to:

- Publish research pdfs, links and videos to **The Feed**
- Create a company profile – highlight your company's mallowstreet content in your own dedicated Feed, complete with corporate information

This offering is perfect for those who are **resource-light** require a high level of compliance. It allows companies to raise their profile through **The Feed** without the need to generate custom content and responses.

Company+

All the benefits of the Company licence plus:

- Publish articles/blogs to **The Feed** as a named user – this is the most consumed content type on mallowstreet.com
- Highlight key members of your organisation and their content, through enhanced individual user profiles
- Engage and interact with the community through the comments system

Adding a thought leader to your package on average **doubles the level of engagement** your company would enjoy on a Company Access Licence.

BENEFITS	COMPANY	COMPANY+
• Company Profile and Logo displayed	✓	✓
• Company Posts		
• Events Listings – posted in the event section	4 per year	12 per year
• Research pdfs – posted within The Feed and CPD Centre	2 per month	4 per month
• Short Posts – posted within The Feed	2 per month	4 per month
• Video – posted within The Feed and CPD Centre	2 per month	4 per month
• Podcast Posts – posted within The Feed	X	1 per month
• Access to directory (members, organisations and pension funds)	✓	✓
• Individual user profiles, bio and photo (linked to company)	✓	✓
• Individual Users can:		
• Comment/participate in discussions via the comments	X	✓
• Connect/follow, start private discussions with members	X	✓
• Receive alert notifications	X	✓
• Post Articles/Blogs – within The Feed under their profile	X	4 per month
• Community Sponsored Emails	X	2 per year
• Monthly Community Report – analysis of the mallowstreet community	✓	✓
• Monthly Content Performance Report	✓	✓
	£17,400 Annually	Additional £5,400/ User Annually

Pricing:

Company subscription – £17,400 Annually (£1,450/month)

Company+ – Company subscription PLUS an additional £5,400 per user annually (£450/month per user)

Additional Online Opportunities

ONLINE ADVERTISING

mallowstreet offers subscribers SoV advertising in 2 key positions; leaderboard and MPU. Advertising is limited to a maximum of 4 creatives per position.

- SoV 25% £2,500 p/position p/month
- SoV 50% £5,000 p/position p/month
- SoV 75% £7,500 p/position p/month
- SoV 100% £10,000 p/position p/month

Average
dwell time of
2.19
minutes

COMMUNITY NEWSLETTERS

mallowstreet sends out daily community emails (Monday–Saturday) to registered members. These emails are available for sponsorship and include; two leaderboards, up to 50 words of promotional copy, your company logo and a clickthrough to any destination URL.

Community Email Sponsor

- Single email £1,500
- 4 emails £4,500
- 2 emails £2,500
- Subject Newsletter Sponsorship £2,950 per e-mail

22%
open rate

OTHER

Homepage Takeover	£2,500 p/day
Search Sponsor	£2,000 p/month
Mobile Sponsorship (exclusive)	£4,000 p/month

Native Advertising (Non-subscribers)

Papers/Videos/Products	
1 article p/month	£2,500
2 articles p/month	£3,500
4 articles p/month	£5,000
8 articles p/month	£8,000

mallowstreet Insights

mallowstreet Insights offers investment solution providers research that can be applied across their organisation. We generate actionable insights which allow asset managers and other solution providers to dissect their clients' needs, target their sales efforts, design better products and enhance their brand.

	FLASH INSIGHTS	FULL INSIGHTS PACKAGE
Choice of topic	✓	✓
Topic exclusivity for the calendar year	✗	✓
Preliminary in-depth topic research	✗	✓
Close client consultation in questionnaire development	✓	✓
Number of quantitative questions	10	20
Number of qualitative questions	✗	5
Number of respondents	20	50 – 100
Research deliverable	Basic report without segmentation	Comprehensive report with detailed segmentation
Time to delivery	1 week	3 months
Integrated marketing campaign add-on	Available	Available
Supplementary and interview report add-ons	Not Available	Available
Price	£7,500	50 respondents: £20,000 75 respondents: £27,500 100 respondents: £35,000

Insights Reports Add-Ons

Integrated Marketing Campaigns combine mallowstreet's research capabilities, reach and audience to further establish clients as a thought leader in their field.

	REPORT DISTRIBUTION PACKAGE	SURVEY AND REPORT DISTRIBUTION PACKAGE	PREMIUM PARTNER PACKAGE
Campaign Duration	1 month	2 months	3 months
Article on mallowstreet community site announcing research initiative and link to survey	✓	✓	✓
Survey promotion in announcement bar at top of mallowstreet community site	✓	✓	✓
Post-survey blog entry with key findings and analysis on mallowstreet community site	✗	✓	✓
Report highlights promotion in announcement bar at top of mallowstreet community site	✗	✓	✓
Sponsored community newsletter with banner and up to 50 words of promotional text sent to over 2,000 trustees	2	4	6
Social media posts about survey launch and report highlights reaching mallowstreet's audience of over 5,300 followers on LinkedIn and Twitter	2	4	6
mallowstreet editorial blog entry with portfolio manager comments on key findings and highlights on mallowstreet community site	✗	✗	✓
Price	£5,000	£10,000	£15,000



University Dinners & Digital Roundtables

We host a number of bespoke mallowstreet University Dinners and Roundtables throughout the year, the most popular event format in the mallowstreet calendar. The Dinners allow the sponsor the opportunity to spend up to three hours with a select group of investment decision makers (including an independent facilitator) from UK institutional pension funds. Online, we have replicated these intimate events as 90-minute digital Roundtables, which allow the same investment decision makers to

keep up-to-date and informed of critical developments in the pensions industry. After a registration and 'tech check', all delegates are welcomed to the digital presentation room where they can hear from the experts, ask questions, and discuss the topic in detail.

Delegates for these events are hand-picked and individually recruited, according to their areas of interest, in the months preceding the event. Clients will be consulted throughout the recruitment process ensuring zero wastage.

Want to try something different?

We can combine your event with a bespoke research project to give your team additional insight from the key decision makers in institutional pensions industry, which can then be discussed in more detail at the event.

Digital Dinner & Roundtable Details:

Subject:	Subject is chosen by the sponsor with advice from the mallowstreet team
Location:	London/Regional (sponsors office or private dining room) Online
Timings:	In-person 18:30 – 21:00 Online – 90 minutes
Attendees:	Pension fund decision makers and advisers only
No. of Attendees:	6–12
No. of Sponsors:	Exclusive
Sponsorship Cost:	£1,000 per delegate (minimum of 6, maximum of 12)



Investment Focus

These educational in-person and online workshops allow trustees, pensions managers and investment consultants to keep abreast of the latest innovation across specific asset classes.

With fourteen delegates in attendance, the morning event features sponsors presenting in-rotation to two intimate groups of approximately seven delegates. Sponsors not only promote their expertise around a certain topic; they also create new and lasting connections with influential decision-makers in the industry.

Targeted approach

Delegates are hand-picked and individually recruited, according to their areas of interest, in the months preceding the event. Each of the delegates will also be asked to submit their sponsor questions in advance, with each sponsor choosing a selection to answer before the event.

Investment Focus Details:

Subject:	Each sponsor to present on a specific subject/asset class
Location:	London Online
Timings:	08:30 – 13:00 (inclusive of lunch) Online - 08:45 – 10:45
Attendees:	Pension fund decision makers and advisers only
No. of Attendees:	14
No. of Sponsors:	4 in-person sponsor sessions available 2 online sponsor sessions available 2 Representatives per sponsoring organisation
Cost Per Sponsor:	£7,950



mallowstreet Video Updates

Each mallowstreet Video Update has just one sponsor. Hosted by mallowstreet, these interactive discussions are available online for the entire mallowstreet.com community. The video update is prominently promoted to the entire community (which includes key decision-makers in institutional pensions) for three months. Following the promotion, sponsors receive a report detailing the viewing figures (including pension fund and organisation names).

mallowstreet Video Update Details:

Subject:	Chosen by the sponsor (subject to mallowstreet approval)
Location:	Online
Timings:	25 minute recorded video
Viewers:	The mallowstreet online community
Cost:	£4,950



Roadshows

In-person and Digital Roadshows are designed to offer regional based members of the community access to mallowstreet events. Our Roadshows can be run online and in multiple locations across the UK and Ireland including Manchester, Edinburgh and Dublin.

These events have proved very popular with members as the mallowstreet brand has continued to expand across the country and beyond.

Roadshow Details:

Subject:	Chosen by sponsor (subject to mallowstreet approval)
Location:	Regional: Manchester, Edinburgh and Dublin Online
Timings:	09:00 – 13:00 (inclusive of lunch) Online - 08:45 – 10:45
Attendees:	Pension fund decision makers and advisers only
No. of Attendees:	10
No. of Sponsors:	3 in-person sponsor sessions available 2 online sponsor sessions available 2 Representatives per sponsoring organisation
Cost Per Sponsor:	£9,950



Indabas

Our Indabas* offer sponsors and delegates the opportunity to spend a full day together in a challenging yet educational environment. The day is based around a single theme with a mixture of keynote speakers (sourced from a variety of backgrounds) interspersed with multiple Investment Masterclass sessions. Online, our Masterclasses session are held in private digital presentation rooms, each moderated by a mallowstreet host.

**An indaba (pronounced in-dar-bah) is an important conference held by the izinDuna (principal men) of the Zulu or Xhosa people. The term comes from a Zulu language word meaning "business" or "matter".*

Indaba Details:

Subject:	Each sponsor to present a unique focus or approach on a specific subject/asset class
Location:	London Online
Timings:	In-person – 08:30 – 17:30 Online – 09:00 – 16:30
Attendees:	Senior trustees and investment decision makers only
No. of Attendees:	18
No. of Sponsors:	4 in-person sponsor sessions available 3 online sponsor sessions available 2 Representative per sponsor
Investment	
Masterclass Sessions:	4–5 in-person delegates per session 6 online delegates per session
Session Duration:	40 minutes in-person 40 minutes online
Cost Per Sponsor:	£19,950



Summits

Our flagship events, the mallowstreet Summits, offer delegates the opportunity to interact in together in a relaxed, educational environment both online and in-person. Designed to offer expert investment insight, as well as the opportunity to both collaborate and innovate as an industry, these events are the highlight of the annual calendar.

Strictly by invitation only (25 CIOs or equivalent) and limited to seven headline in-person sponsors and four online, attendees come away with strong, new relationships and a better understanding of the institutional landscape.

Unique to the Digital Summits is the mallowstreet 'Case Study Challenge'. Delegates and sponsors alike are placed into 'study groups' well before the event. Each study group is required to do some prescribed reading and collaboration in advance of the Digital Summit. On the final day, mallowstreet moderators will host two dedicated Case Study sessions where each group presents their findings.

Summit Details:

Subject:	Subject matter is themed around pressing industry issues
Location:	UK Online
Timings:	2 1/2 day in-person event (Monday – Wednesday) 1 1/2 day online event (Tuesday to Wednesday midday)
Attendees:	CIOs (or equivalent) by invitation only
No. of Attendees:	25
No. of Sponsors:	7 in-person sponsor sessions available 4 online sponsor sessions available 2 Representatives per sponsor
Investment Masterclass Sessions:	3–4 delegates in-person per session 6 delegates online per session
Session Duration:	45 minutes in-person 40 minutes online
Cost Per Sponsor:	In-person - £49,950 Online - £29,950

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Media Specifications can be found online: www.mallowstreet.com/adguidelines
Need to call a member of the team, call + 44 (0)20 3972 2560 to get in touch.

mallowstreet.com