

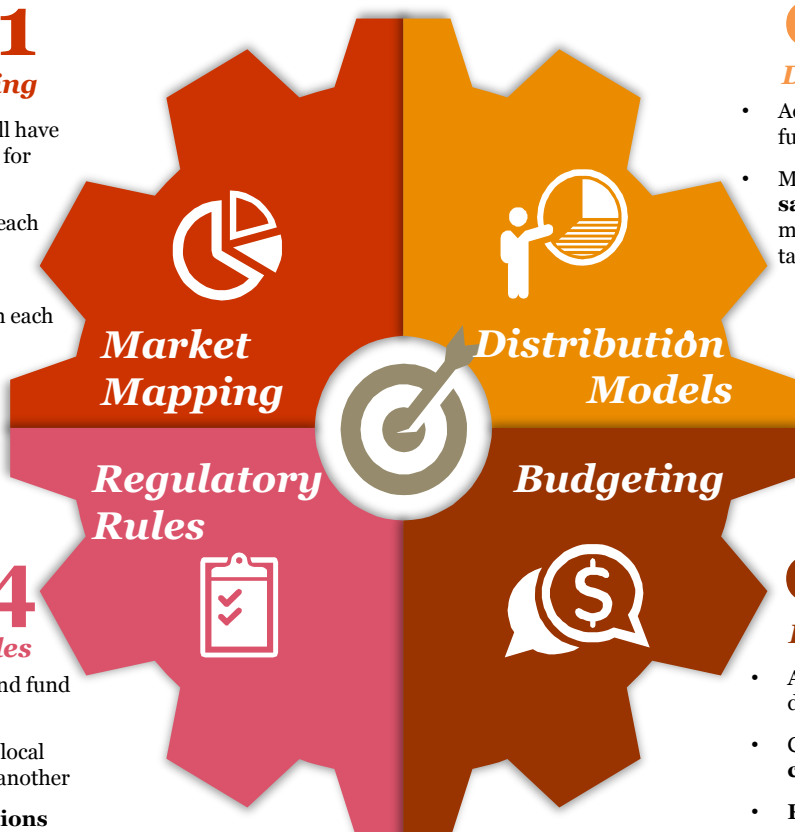
Distribution Strategy

A robust and well-designed distribution strategy should identify the specific requirements and best practices of each local target market for the funds you wish to institute. Our analysis of local markets, key distribution channels and current best practices will help you to develop a distribution strategy that will maximise your opportunities for success

01

Market mapping

- Advice of **which countries** will have the **highest market appetite** for your type of product
- **Market composition** within each country
- **Product acceptance** and breakdown by asset class sold in each country



02

Distribution Models

- Advice on **how to distribute** your fund
- Most suitable **distribution and sales presence models**, brand models, **distribution channels** and targeted intermediary entities

04

Regulatory Rules

- **Local regulatory rules** around fund distribution
- **Information asymmetry** as local rules vary from one country to another
- **Ongoing regulatory obligations** associated with fund distribution

03

Budgeting

- Advice on **how much** the fund distribution costs
- Consolidated **cost analysis by country**
- **Resource requirements** for establishment of local presence

Distribution Strategy Reports

Our Asia Pacific asset management distribution strategy reports draw upon the knowledge of a large pool of country and industry experts to help clients perform better in existing markets, and identify new markets in a rapidly changing environment.

The PwC's Asia Pacific Asset & Wealth Management team tracks the asset management landscape of thirteen Asia Pacific countries. Our country reports are refreshed every quarter and updated with the latest in the regulatory developments.



Australia



Indonesia



Philippines



Thailand



China



Japan



Singapore



Hong Kong



Malaysia



South Korea



India



New Zealand



Taiwan

Asian Investment Fund Centre

The Asian Investment Fund Centre, headquartered in Singapore, is part of PwC's network of Asset & Wealth Management industry specialists in Asia Pacific that delivers to its client a one-stop-shop cross border service offering.



Operational & Investment due diligence on asset managers	Distribution strategy	Market entry	Jurisdiction analysis
Fund structuring	Market publications	Asian Fund Passport readiness	Investment fund fees analysis
ESG/SRI for investment funds	Country reports	Fund distribution & registration	Market Intelligence and Newsflash



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