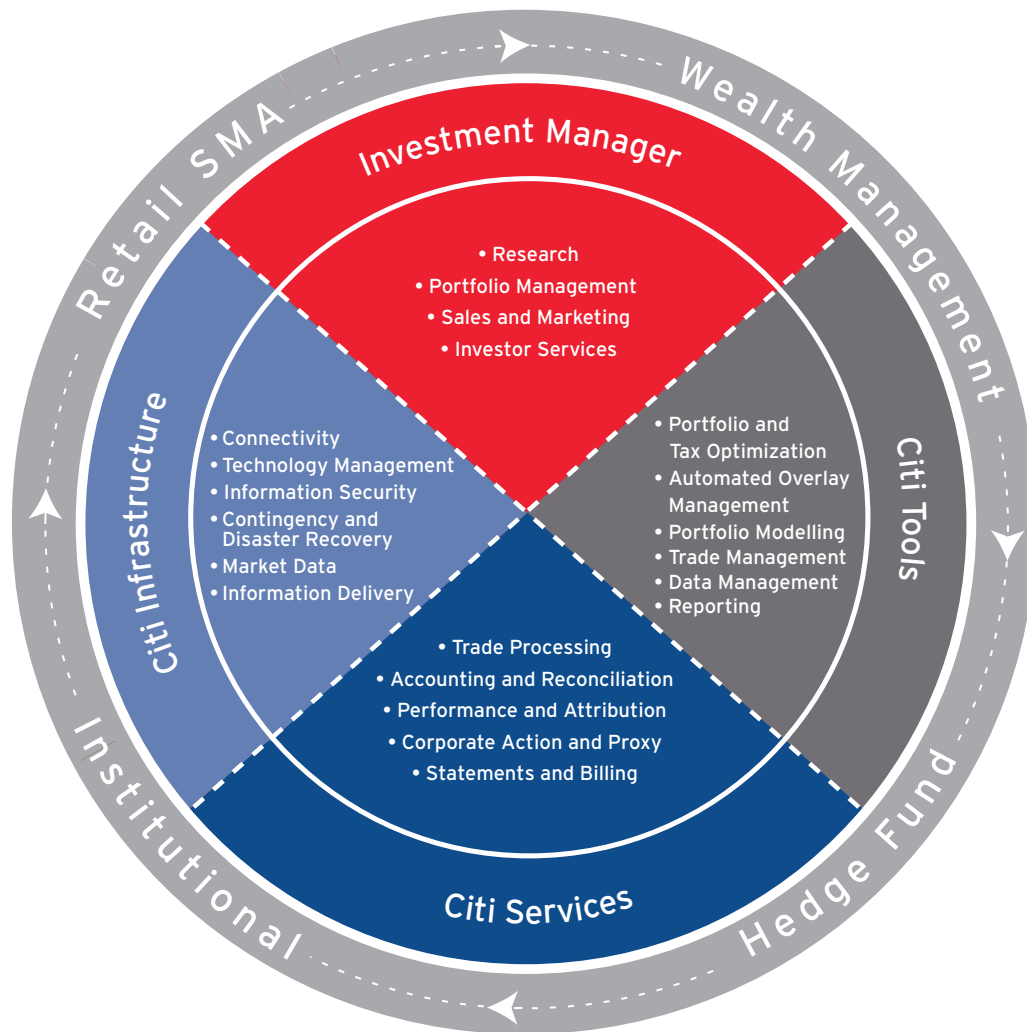


# Investment Administration Services

Simplifying complexity through tailored investment operations



Creating value through scalable, open-architecture solutions.



# Investment Administration Services at Citi

Managing global complexity for you in the simplest, most effective way.

**Integrated within Citi's Securities and Fund Services, Investment Administration Services provides innovative middle- and back-office solutions for clients of all sizes around the world.**

In today's rapidly changing global capital marketplace, success requires an unwavering commitment to achieving your business and investment objectives and those of your clients. Increased market expansion, new and complex investment vehicles and a myriad of regulatory and compliance issues not only bring opportunity, but also significant challenges.

Meeting your business objectives – whether it be market expansion, improved client service, product innovation or risk mitigation – requires significant capital investment, together with a high level of technological and operational support. With

Citi's introduction of Investment Administration Services, we can take care of these requirements – while allowing you to focus on growing your business and meeting the needs of your clients.

Developed from the asset manager's point of view, our services encompass a suite of best-of-breed client-based solutions. Citi's platform standardizes operational processes for investment managers, from account opening to trading and reconciliation.

We work closely with you to identify key challenges and opportunities – designing the correct blend of solutions to enable you to meet your business objectives.

## **Enhancing growth through innovative, open-architecture solutions**

- Offload your noncore support functions to an expert
  - Account administration
  - Trade processing
  - Account reconciliation
  - Customized client statements
- Modular solutions available across a comprehensive suite of services
- Seamless integration of services into your own processes
- Flexible platforms to focus on building underlying investment value

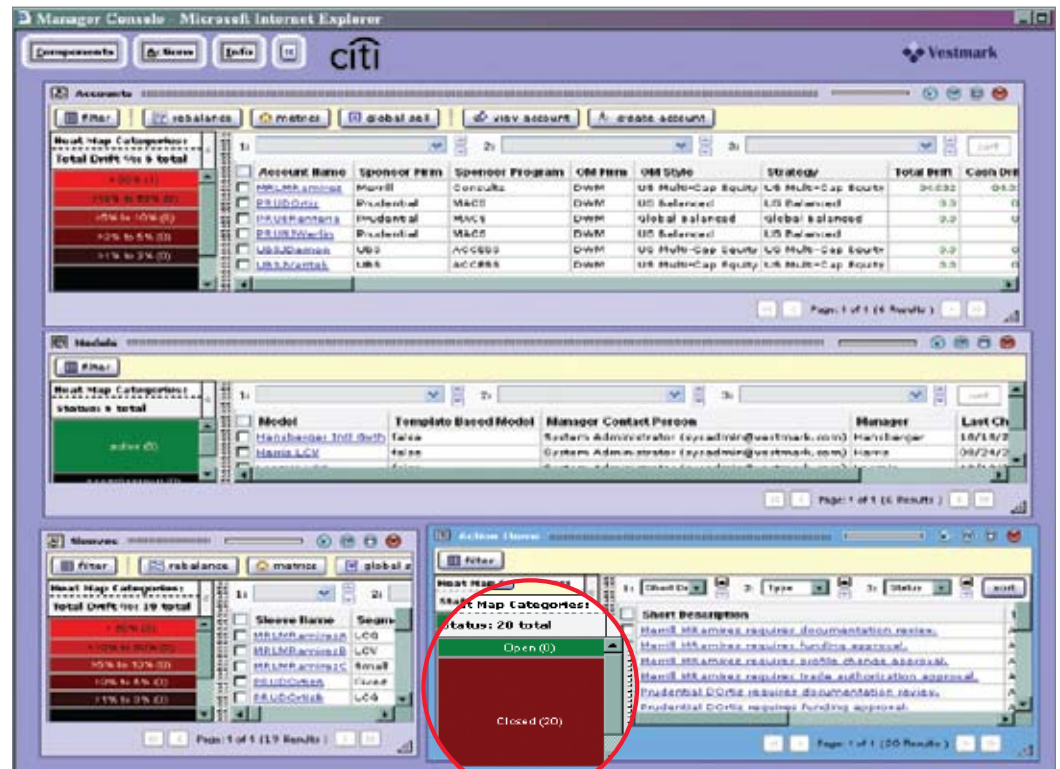
**“Our global footprint, expert resources and institutional capabilities position us to provide investment servicing solutions that allow our clients to grow profitability.”**

*– Chandresh Iyer, Global Head of Investment Administration Services, Citi*

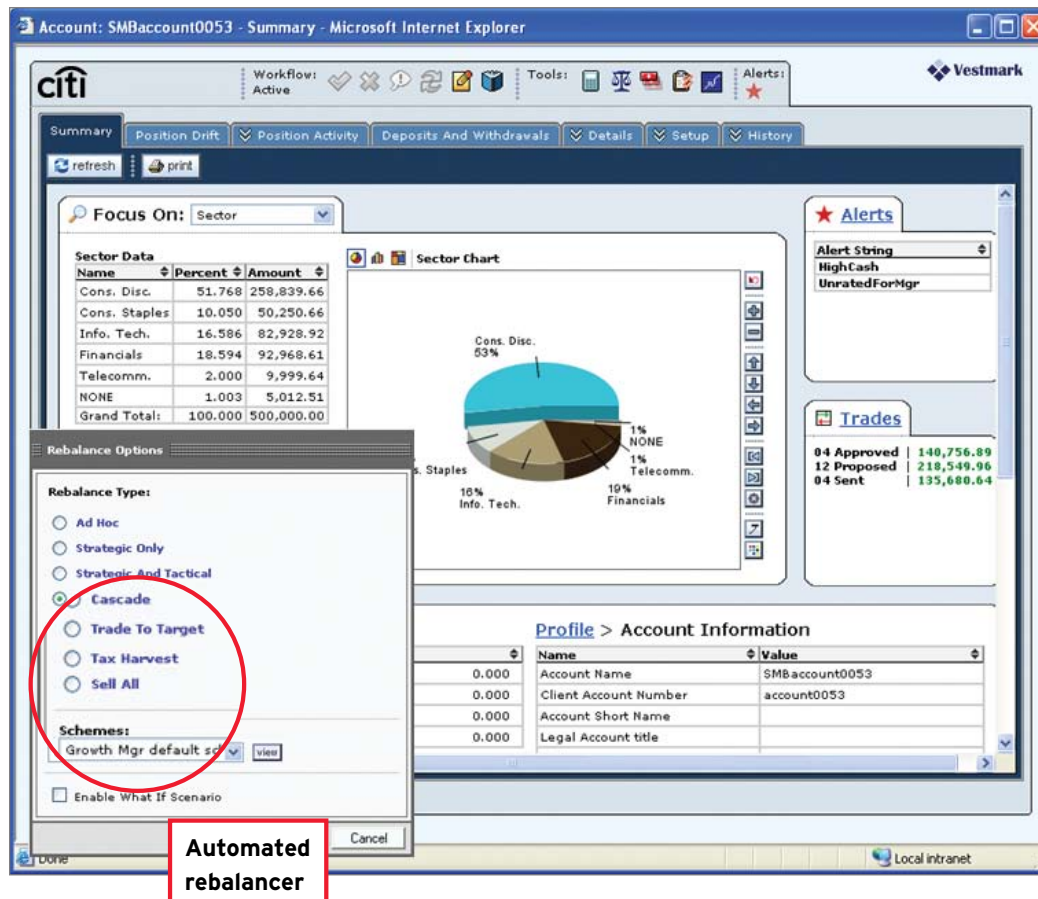
# OpenSMA<sup>SM</sup>

## Client Dashboard

- Our solutions provide front-, middle- and back-office outsourcing (trading, operations and technology tools and support services) to investment managers of retail separately managed accounts.



## Rebalancer Console



- Based on a modern technology platform, we offer true automation of your managed accounts including managing by exception, using unique heat map capabilities and automated rebalancing of accounts – regardless of style or sponsor. We provide industry-leading connectivity capabilities across sponsors, programs and styles, including workflow, imaging and document management capabilities.

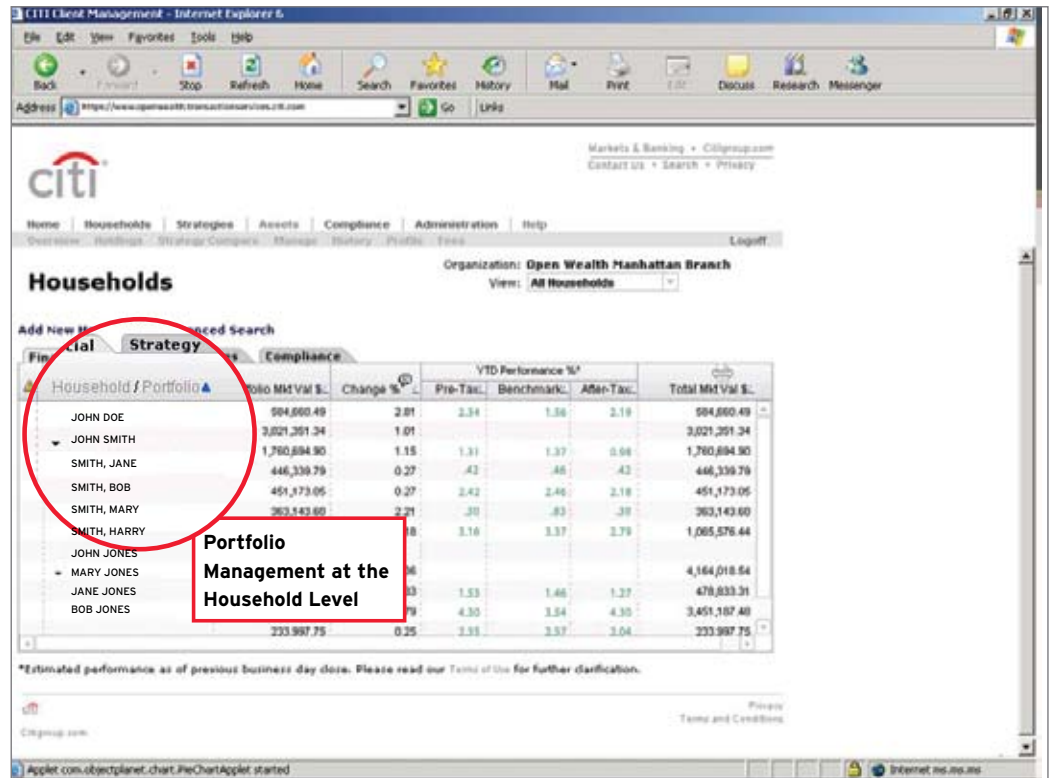
# OpenWealth<sup>SM</sup>

## Unified Managed Households

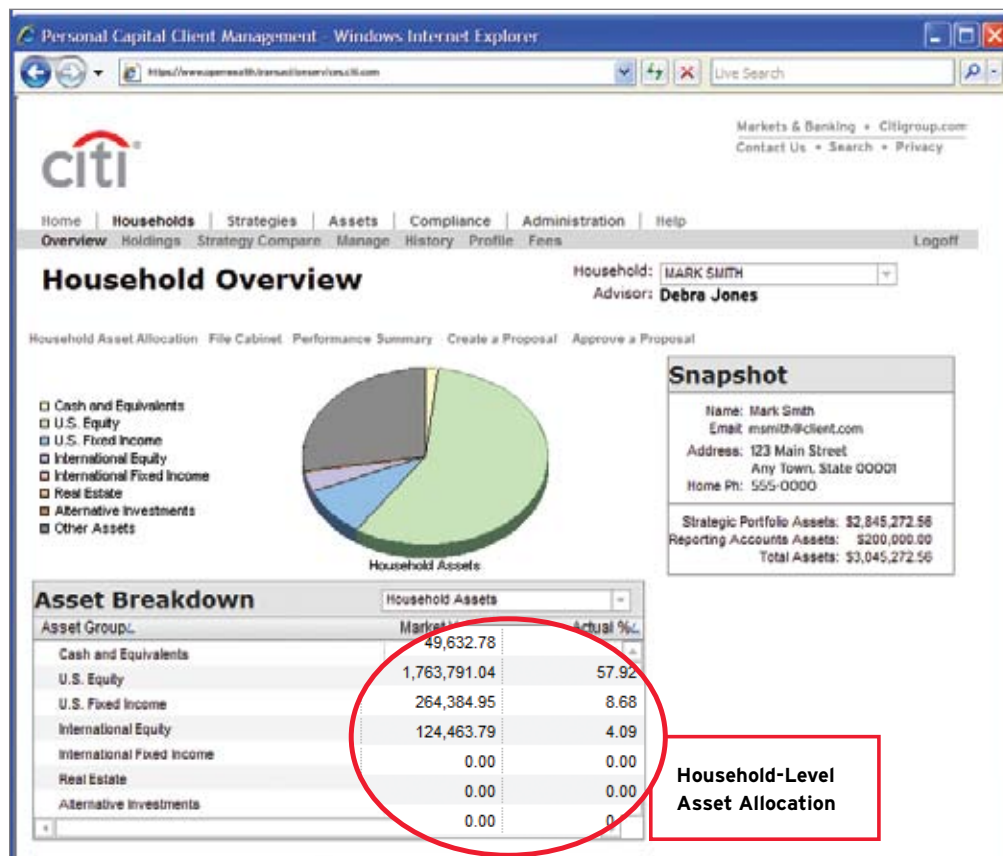
Designed for Sponsors/Distributors of wealth management products and Managed Account programs, Citi's OpenWealth<sup>SM</sup> provides the first true Unified Managed Household (UMH) platform.

Using single or multiple investment strategies in a household, OpenWealth provides automated portfolio and tax optimization capabilities across household accounts without the need for separate overlay management.

OpenWealth supports multiple investment products, including: mutual funds, SMAs, ETFs and individual securities and replaces disparate legacy managed account silos (FundWrap, SMAs, model-only and Rep as PM) with an all-in-one, end-to-end platform.



## Robust End-to-End Processing and Features



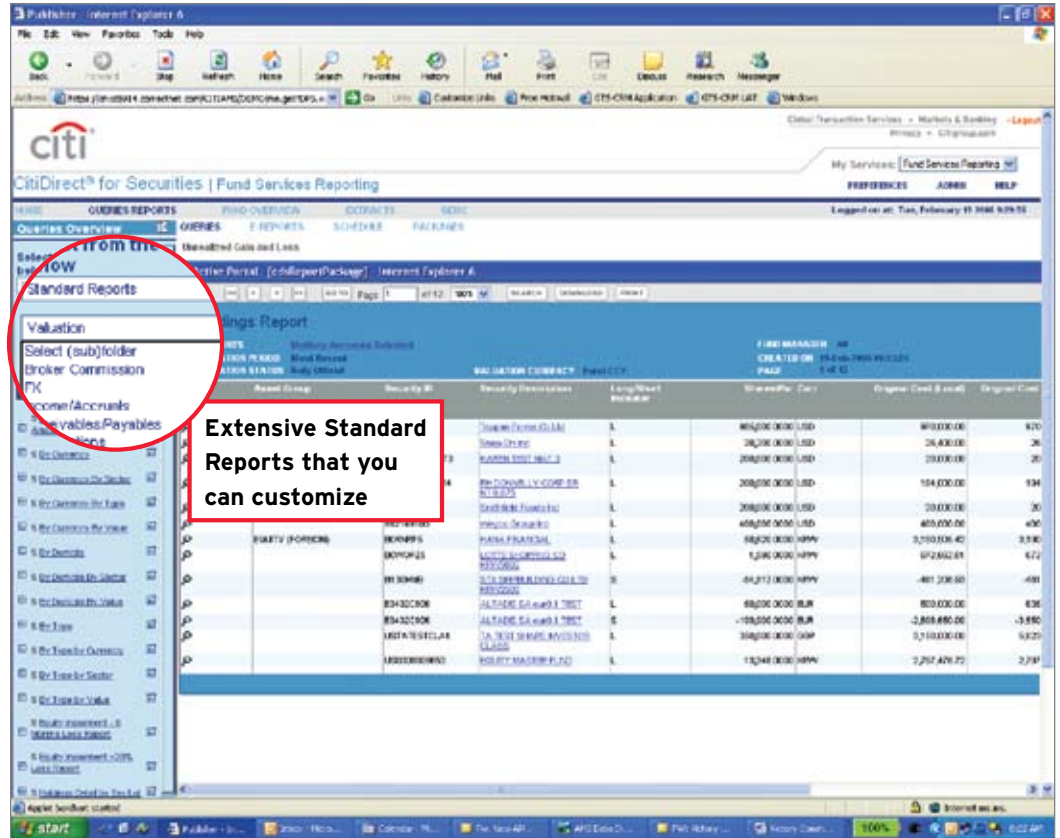
OpenWealth's user-friendly, browser-based application delivers end-to-end functionality for multiple wealth management programs, including:

- Proposal Generation
- Automated Suitability
- Automated Account Opening
- Strategy and Model Allocation
- Automated Overlay with Tax Optimization
- Automated Restriction Management and Rebalancing
- Trade Routing to Broker
- Custodian Reconciliation
- Daily Performance Reporting
- Consolidated Household Statements
- Pricing and Fee Calculation

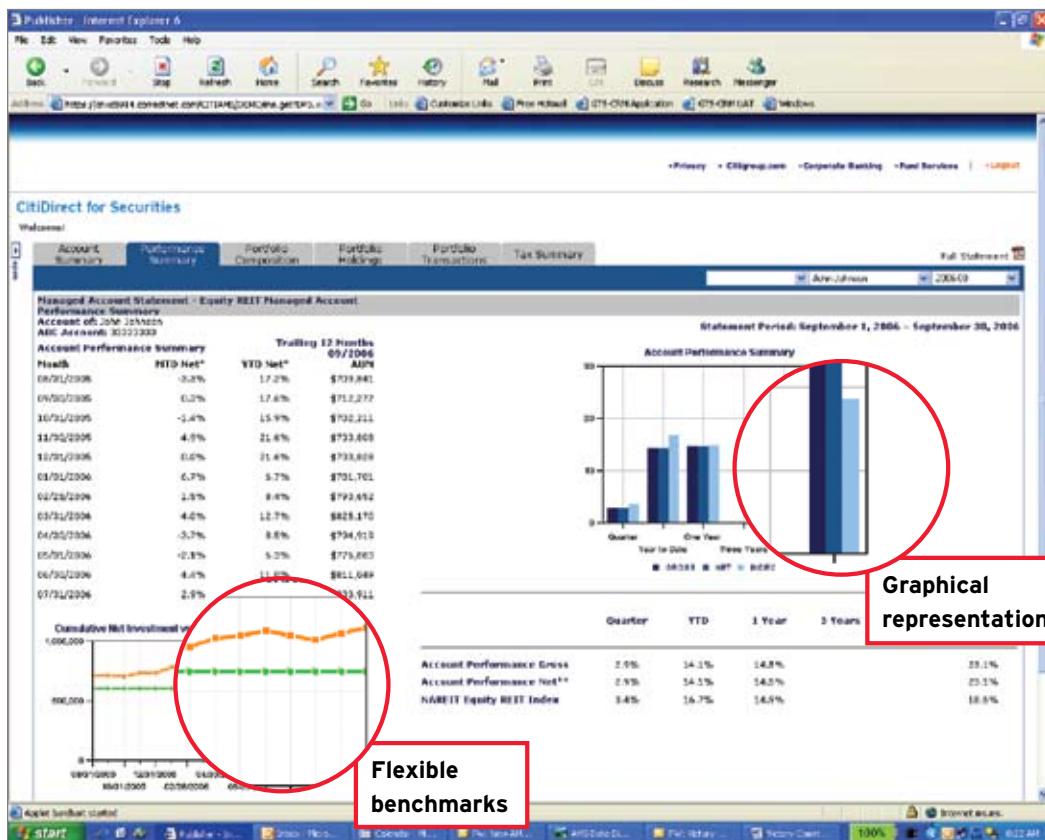
# Institutional Portfolio Services

- For institutional managers who are looking to outsource their operational processing infrastructure, our proposition includes consistent global platforms, regional services, local reporting and worldwide time-zone coverage – all through a single service agreement.

## CitiDirect® for Securities



## Performance Reporting

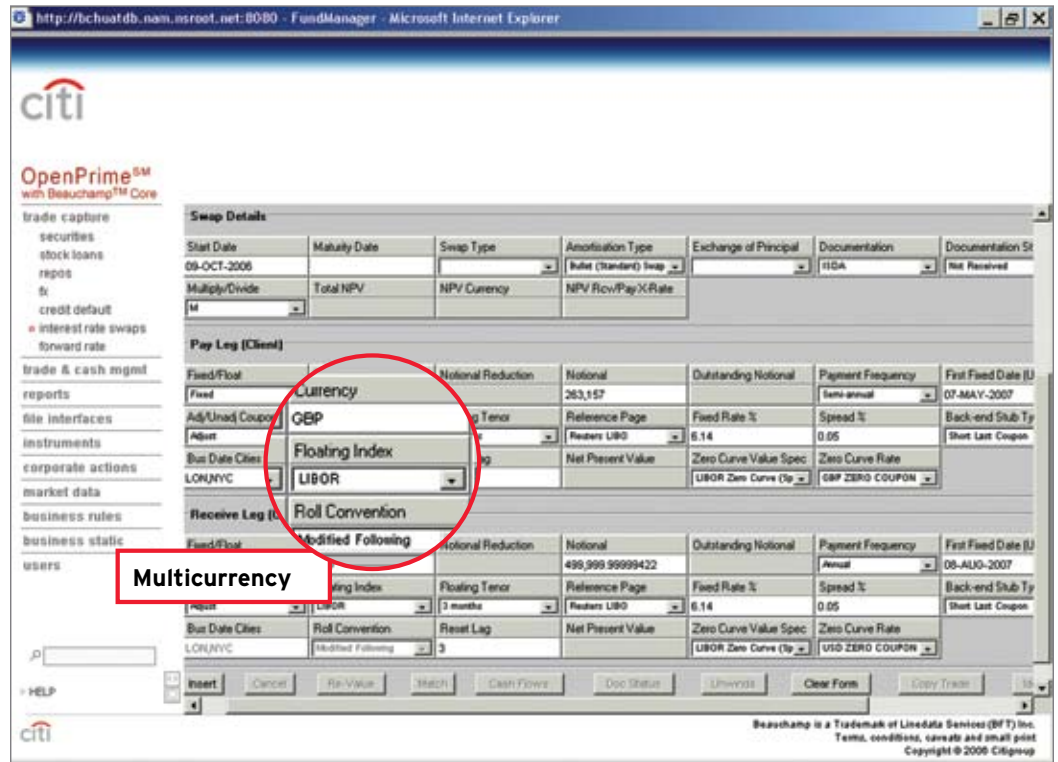


- Based on a modular set of platforms, our Web-based solution includes performance measurement, trade operations, voluntary corporate action management, investment accounting, reconciliations, fund accountant oversight, post-trade compliance, performance reporting, custom-branded client statements and information delivery.

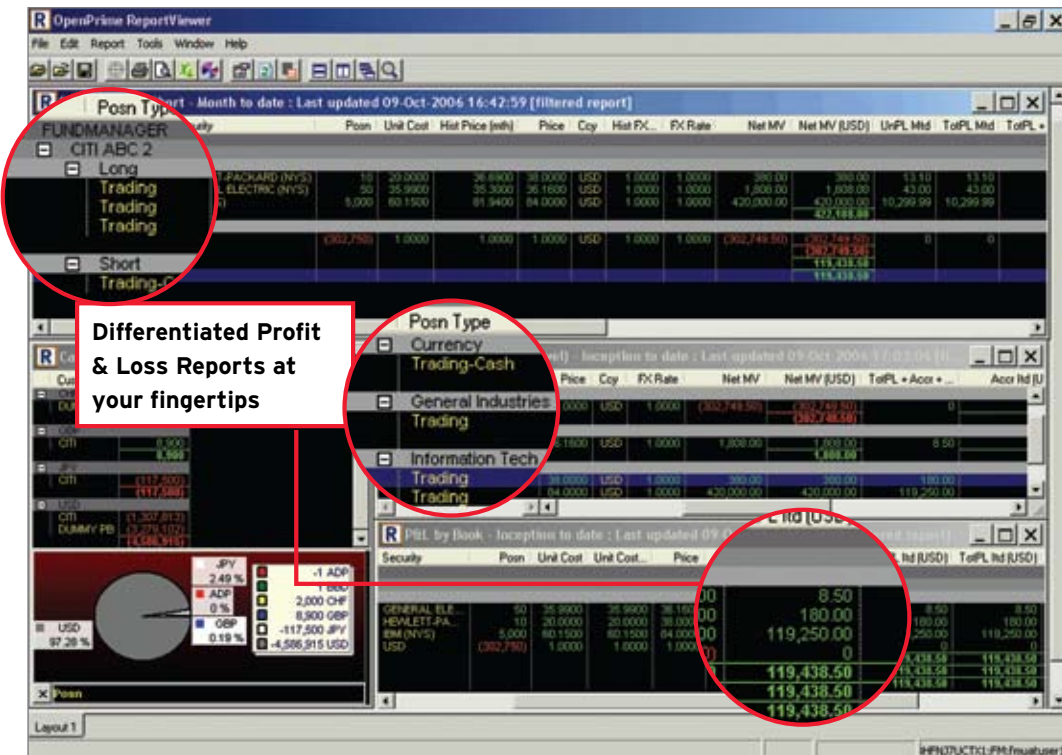
# OpenPrime<sup>SM</sup>

- Developed for hedge funds of any size, OpenPrime<sup>SM</sup> provides secure end-to-end capabilities to manage positions across multiple regions, markets, asset classes and currencies. Provided as an open architecture solution, this robust platform addresses the operational and technological needs of a hedge fund's front, middle and back offices.

## Rich Trade Capture



## Flexible Real-Time Portfolio Reporting



OpenPrime offers one platform with four powerful capabilities:

- Order and Portfolio Management
- Portfolio Analytics and Reporting
- Trade Routing
- Portfolio Accounting

Our team is global, with local staff in North America, Europe and Asia – providing hedge funds with support wherever and whenever needed.

# Strength of Citi

Citi has the global experience, scale and technology to meet the needs of our clients. Our commitment to the industry and our clients is demonstrated through the products and services we offer. Each product in this suite is designed from an asset manager's point of view and can be customized to meet the individual needs of the client.

For more information please contact your Global Transaction Services representative or visit us at our website, [www.transactionservices.citi.com](http://www.transactionservices.citi.com)







**Global Transaction Services**  
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