

# Deliver a Unified, State-of-the-Art MFDA Platform to Efficiently Grow Your Business

## Focus on today and prepare for what's ahead

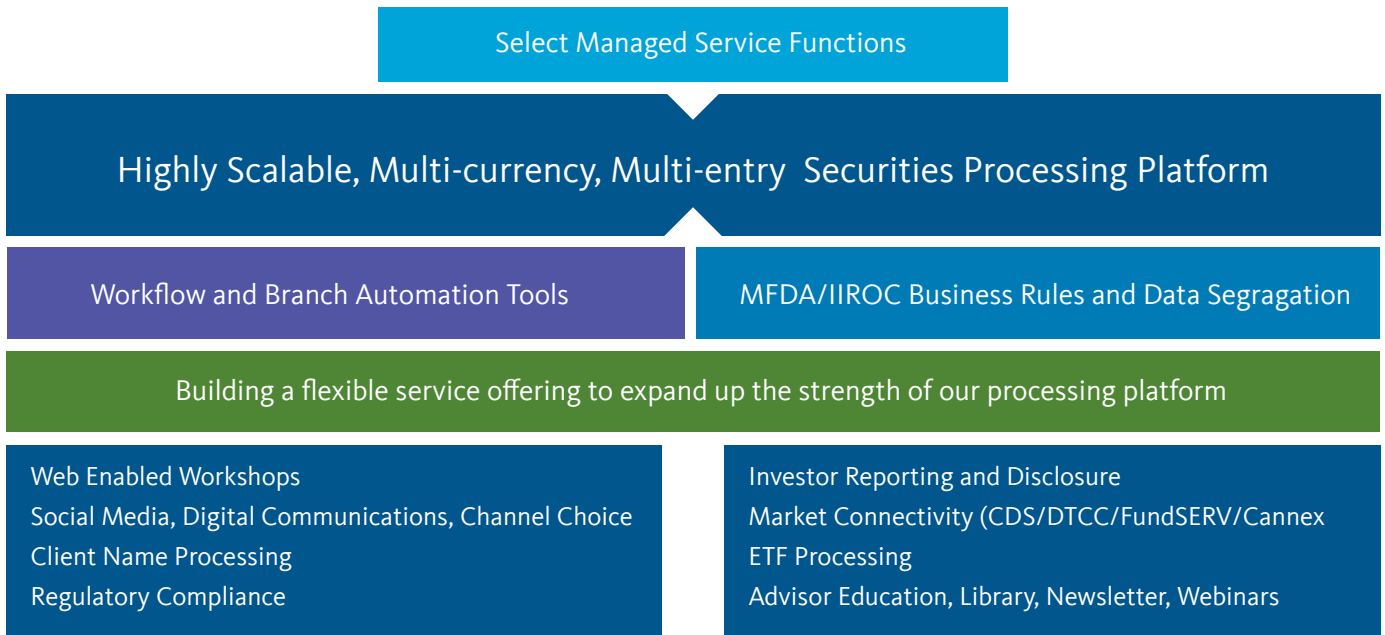
The wealth management landscape continues to evolve and so will the way that your advisors do business. Regulatory uncertainty, shifts in product usage, changing needs of the millennial investor and evolving business models are causing relentless operations and compliance pressures on businesses. To thrive, business leaders need to rethink the operations, technology and processes that support the advisor and client experience. Firms will need to have a strategy in place that can quickly transform in this complex and developing environment.

## The Power of a Flexible, Integrated Solution

Integrated Solution Broadridge can provide MFDA firms with an integrated solution that will allow your business to grow on one seamless platform. Broadridge's state-of-the-art interface can manage all aspects of client service, attract and retain advisors and grow assets. Allow your advisors to seamlessly shift in the changing product landscape by providing them the technology infrastructure to sell a complete range of products, including ETFs and market products, while enhancing the client experience through client communications and investor education.

By leveraging Broadridge's offering and experience, MFDA firms can propel growth and create more efficient processes to meet the challenges of today - and be ready for what's next.

## What is the solution?



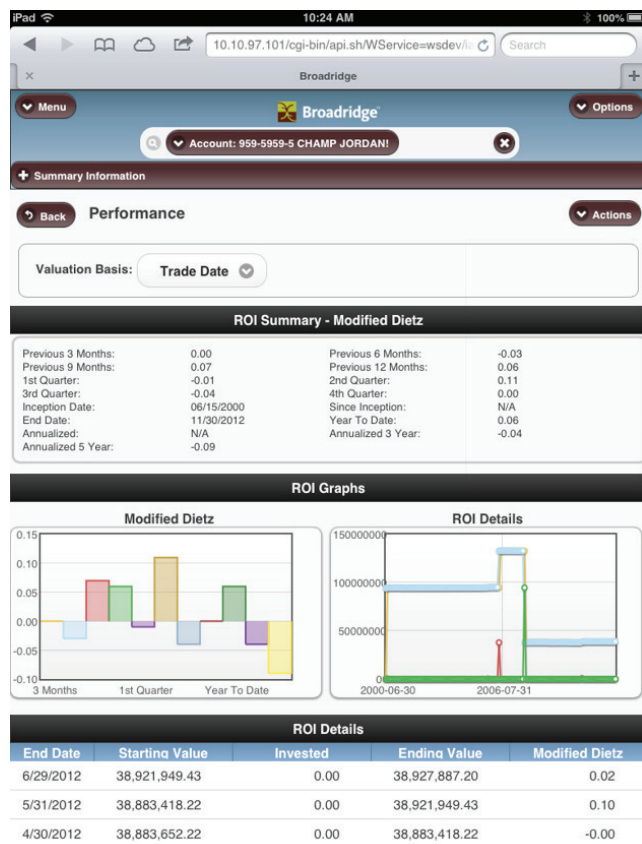
## The power of operational excellence

Broadridge can conduct a full operational review of your technology and processes to build a single, end-to-end solution with a proven, flexible technology platform that is unparalleled in the marketplace. Broadridge can also help your firm create a solution that is compliant across both MFDA and IIROC regulations, provides the technology to sell ETFs and other market products, and creates flexible custom reporting to meet regulatory requirements.

## Flexibility to grow

This flexible platform will also allow advisors to serve their technology savvy clients and efficiently grow their practices through a suite of mobile tools for onboarding. Automated workflows will help improve the efficiency of communication between front and back office. The platform also provides access to unlimited real-time and historical information. And, as advisors explore new business models, the Broadridge solution will seamlessly transfer a book of business between MFDA and IIROC, preserving all account history and cost basis information.

Through the Broadridge solution, you can be prepared for wherever the industry shifts. Your business can remain compliant, transform and grow.



## About Broadridge

Broadridge enables global investment capabilities for many of the world's largest financial institutions. Broadridge offers the industry's only end-to-end global investing solution, encompassing straight-through processing technology supported by a highly experienced global operations team.

With over five decades of experience, Broadridge's combination of people, technology and insights, working together to drive business transformation for our clients, makes us an industry leader and preferred partner for firms worldwide. Our ability is anchored in our deep expertise, which enables us to look beyond the task at hand, see the potential and make it a reality.

## Bottom line benefits:

- **Integrated:** Comprehensive platform; only one provider to call for your needs
- **Scalable:** Wide-ranging solution that will grow with your firm
- **Easy:** Experienced implementation of one, integrated platform
- **Reliable:** Robust platform; thoroughly tested and backed up in multiple locations
- **Efficient:** Operational performance maximized through a fully-integrated solution
- **Flexible:** Benefit from enhancements across the platform
- **Established:** Broadridge's experience delivering mission-critical solutions across operations, communications and data management, enables our clients to gain operational advantage and focus on building their business.

## Canadian Headquarters

Broadridge Financial Solutions, Inc.  
4 King Street West - Toronto, ON  
M5H 1B6 - Canada

## Contact

Lisa Howes Managing Director, Canadian Sales  
+1 888 789 7780  
client.relations@broadridge.com

