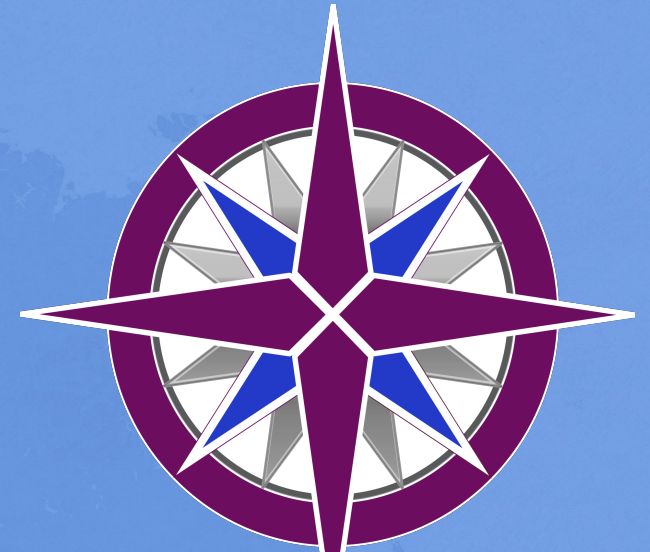




**SALES ROAD MAPS**

**ONLINE<sup>®</sup>**

*Transforming Marketing Compliance<sup>®</sup>*



**2024**

# Mission Statement

## Our Experience

Sales Road Maps Online® is the financial services industry's unique **cross-border marketing compliance tool** developed from bespoke compliance advisory experience of Global Sales Compliance Ltd.® since 2006.

We developed SRMO as a “**self-help tool**” incorporating our real-time client advisory experience in cross-border regulations in **70+ countries worldwide**.

The content of each SRMO Sales Road Map® is confirmed by our network of leading legal counsels in 70+ countries with whom we have **over 2 decades of working experience**.

Our goal is to provide clients with HIGH-QUALITY, VALUE-ADDED compliance SOLUTIONS, not “teaser-products”.

See SRMO website for further details: [www.salesroadmapsonline.com](http://www.salesroadmapsonline.com)

# What do you get with Sales Road Maps Online®?

Sales Road Maps Online® : unique RegTech tool for compliance guidance on AIF cross-border marketing regulations in 60+ jurisdictions

SRMO provides a range of helpful services including:



**Free LIBRARY:** Legal articles, client alerts and compliance publications from our network of global law firms and professional advisors



**Free SRMO 360°:** Third-party service provider network for services complementary to SRMO Sales Road Maps®



**Free SRMO Blog & News:** Helpful Tips & latest News from our Team of Experts



**Sales Road Maps® Subscription:** Compliance guidance (including Marketing Do's & Don'ts) for marketing AIFs cross-border

# What is an SRMO Sales Road Map<sup>®</sup>?

## The CHALLENGE

When marketing AIFs cross-border in overseas jurisdictions, it is **time-consuming and costly** to research marketing restrictions in each country.




Marketers and CCOs **need key, targeted guidance** at their fingertips (online, mobile) to address **2 key questions**:

- 1** What are the local rules for marketing AIFs?
- 2** How to *comply* with AIF marketing rules?

## The SOLUTION

**SRMO Sales Road Maps<sup>®</sup>** provide Users the “Rules of the Road” (what you need to know) for cross-border AIF marketing in 60+ countries.

Key USP:

-  **Each country SRMO Sales Road Map<sup>®</sup> content is confirmed by local Counsel.** If Users need bespoke advice, legal counsel contacts are provided.
-  **SRMO helps fine-tune AIF cross-border distribution strategy** to focus on “low hanging fruit” countries (feasible regulations) vs. countries with restrictive regulations.
-  **2-3 pages** of easy-to-follow guidance vs. confusing legalese.

# Benefits of SRMO Sales Road Maps<sup>©</sup>

**High Quality Content:** 10 key issues per SRMO Sales Road Map<sup>©</sup> including downloadable country disclaimers

**Product Differentiation:** Summary of local laws AND how to comply (Marketing DO's & DON'TS)

**Legal Counsel Reference:** Local Counsel contacts are provided for Subscribers to obtain bespoke legal advice

**Latest Technology:** Accessible via PC, tablet & mobile phone

# SRMO Sales Road Map<sup>©</sup> Content

## Alternative Investment Fund (AIF) Cross-Border Marketing



# 10 Key Issues

# SRMO Sales Road Map<sup>©</sup> Content

## Alternative Investment Fund (AIF) Cross-Border Marketing

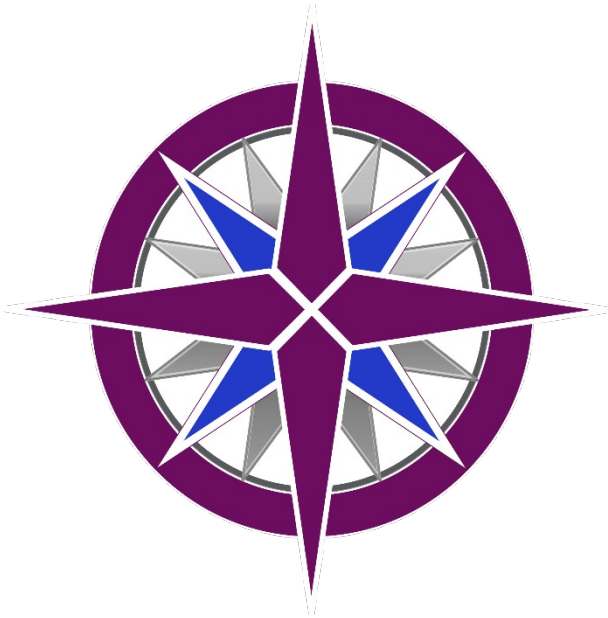


### 1. Business Model

- ✓ Cross-border & offshore marketing vs. onshore private placement
- ✓ Marketing by AIFM (EU/EEA) or local licensed distributor
- ✓ EU: Compliance with AIFMD (Full-Scope AIFM)

# SRMO Sales Road Map<sup>©</sup> Content

## Alternative Investment Fund (AIF) Cross-Border Marketing



## 2. Product Offering

- ✓ Alternative Investment Funds (AIFs) of any domicile
- ✓ AIFs: Private Equity, Real Estate, Hedge Funds, other asset classes
- ✓ Corporate form funds, Trusts & Limited Partnerships
- ✓ EU/EEA: EU/EEA AIFM managed EU/EEA AIFs & non-EU/EEA AIFMs managed non-EU/EEA AIFs



# SRMO Sales Road Map<sup>©</sup> Content

## Alternative Investment Fund (AIF) Cross-Border Marketing



### 3. Private Placement Exemptions & AIF Distribution Rules

- ✓ Private Placement & Private Offering rules (non-public offering)
- ✓ AIFMD distribution rules (Passporting & NPPR)
- ✓ Where local private placement exemptions aren't available, cross-border sales practices to mitigate risk of triggering prospectus registration

# SRMO Sales Road Map<sup>©</sup> Content

## Alternative Investment Fund (AIF) Cross-Border Marketing



### 4. Product (AIF) Registration Rules

- ✓ AIF registration/notification requirements
- ✓ AIF filing requirements as part of cross-border distribution

# SRMO Sales Road Map<sup>©</sup> Content

## Alternative Investment Fund (AIF) Cross-Border Marketing



### 5. Country Disclaimer Language (Legend)

- ✓ Country specific disclaimer language relevant to the business model
- ✓ SRMO Subscriber can download country disclaimer text (affix to marketing collateral)

# SRMO Sales Road Map<sup>©</sup> Content

## Alternative Investment Fund (AIF) Cross-Border Marketing

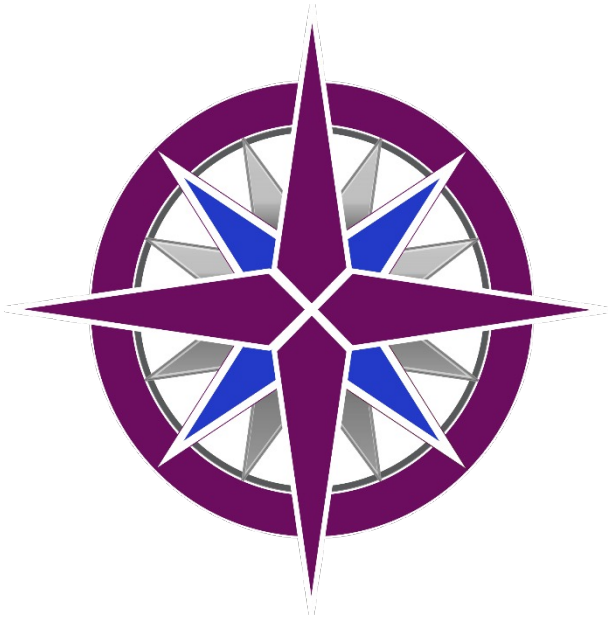


### 6. Investor Qualification Criteria

- ✓ To whom can I market my AIF?
- ✓ Target investor definitions based on business model
- ✓ Target investor definitions based on AIF registration/notifications

# SRMO Sales Road Map<sup>©</sup> Content

## Alternative Investment Fund (AIF) Cross-Border Marketing



### 7. Offeree Number Limits

- ✓ Must we count “offers” of AIFs?
- ✓ What constitutes an “offer” (providing AIF marketing materials, etc.)?
- ✓ Offer periodicity & application (annual offer count, etc.)

# SRMO Sales Road Map<sup>®</sup> Content

## Alternative Investment Fund (AIF) Cross-Border Marketing

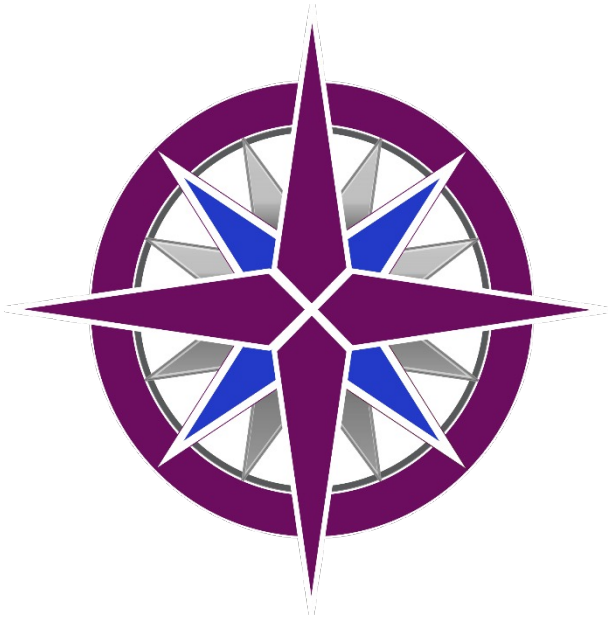


### 8. Marketing DO's & DON'TS

- ✓ High level sales practice guidance to comply with local regulations for AIF cross-border marketing
- ✓ Prohibited Marketing Techniques
- ✓ Cold Marketing Techniques
- ✓ Offshore Marketing Guidelines
- ✓ Offshore DRE Guidelines ("documented reverse enquiry")

# SRMO Sales Road Map<sup>©</sup> Content

## Alternative Investment Fund (AIF) Cross-Border Marketing



### 9. Licensing

- ✓ Can we market AIFs cross-border/from offshore without a license?
- ✓ Must we use a locally licensed vehicle as AIF distributor?
- ✓ MiFID II license

# SRMO Sales Road Map<sup>©</sup> Content

## Alternative Investment Fund (AIF) Cross-Border Marketing



### 10. Sanctions

- ✓ Penalties for breaches of local laws on prospectus registration (AIFMD requirements)
- ✓ Penalties for breaches of local licensing regulations
- ✓ Regulator “hot topic” penalties (cold-calling, advertising, etc.)



# What is not provided in SRMO Sales Road Maps<sup>©</sup>?

- **Legal advice or compliance guidance customised to the subscriber's AIF structure, business model & licensing status**
- **Decision-Trees**
- **High level "legalese": Non-substantive content**
- **Marketing to retail investors**
- **"Reverse Solicitation": Region EU/EEA**
- **Theoretical Marketing Scenarios**

# SRMO Sales Road Map<sup>©</sup> Features

Features	SRMO Sales Road Map <sup>©</sup> Subscriptions
<b>Content</b>	In-depth value-added COMPLIANCE content based on 2 decades of client input and feedback. High Content-Value proposition.
<b>Minimum Subscription Duration</b>	1-year
<b>Minimum Purchase</b>	Minimum Initial Purchase = 1 block of 10 SRMO Sales Road Maps <sup>©</sup>
<b>Choice</b>	<b>Yes.</b> Subscriber can “pick and mix” the SRMO Sales Road Maps <sup>©</sup> and countries in any region. Some countries have 2 Sales Road Maps <sup>©</sup> based on AIF distribution models.
<b>Frequency of Updates</b>	Updates several times per year. Updates are conducted more frequently based on major regulatory changes.
<b>Renewals</b>	Subscriber is contacted 30 days in advance of their SRMO subscription expiration date to renew their subscription for the next 12 months.
<b>Self-Help Tools</b>	Site Visitors and SRMO Subscribers can benefit from Free LIBRARY, Free SRMO 360° service provider listing & Free SRMO Blog & News

# SRMO Sales Road Maps<sup>©</sup> Country Capability **60+**

## Europe

1. Austria
2. Belgium
3. Denmark
4. Finland
5. France
6. Germany
7. Greece
8. Iceland
9. Ireland
10. Italy
11. Luxembourg
12. Monaco
13. The Netherlands
14. Norway
15. Poland
16. Portugal
17. Spain
18. Sweden
19. Switzerland
20. United Kingdom

## Middle East & Africa

21. Bahrain
22. Israel
23. Kuwait
24. Lebanon
25. Oman
26. Qatar
27. Saudi Arabia
28. South Africa
29. UAE Offshore Marketing
30. UAE Private Placement

## Asia

31. Australia
32. Azerbaijan
33. Brunei
34. Hong Kong Offshore Marketing
35. Hong Kong Private Placement
36. Indonesia
37. Japan (Corporate & Trust AIFs)
38. Japan (Limited Partnership AIFs)
39. Kazakhstan
40. Mainland China
41. Malaysia
42. Myanmar
43. New Zealand
44. Singapore Offshore Marketing

45. Singapore Private Placement
46. South Korea
47. Taiwan Non-SIF Placement
48. Taiwan Offshore DRE
49. Thailand
50. The Philippines
51. Vietnam

## W. Hemisphere

52. USA
53. Canada

## Latin America & Caribbean

54. Argentina
55. Brazil
56. Chile
57. Colombia
58. Mexico
59. Panama
60. Peru
61. Uruguay
62. Venezuela
63. The Bahamas
64. Bermuda
65. The Cayman Islands

# For More Information: Contact Us



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