

*The Single Document and Data Solution  
for Financial Services*



**NEWRIVER**

Documents | Data | E-Delivery

## What if you could ...

- Have all the documents and data to complete transactions for mutual funds, variable products, ETFs, and UITs with a single source that guarantees compliant information?
- Give your advisors the ability to complete sales for any fund CUSIP, in half the time, and without compliance risk?
- Cut the cost of first-dollar prospectus delivery by 60-80% – saving paper, postage, and trees?
- Implement a summary prospectus solution – including website permalinks to the statutory prospectus and other compliance documents – without the need to “build it yourself”?

At NewRiver, our business is helping financial firms transition from paper to electronic disclosure – reducing compliance costs and risk while improving operations and increasing revenue.



## Over 6 million data points, 25,000+ fund CUSIPs, 8,000 mutual funds, hundreds of new filings each day, and new regulations on the horizon. How do you manage ALL of that?

On an average day about 4% of all U.S. open-end mutual funds submit a new filing to the SEC. And on the busiest days this number spikes to 20%. Your firm doesn't have time to review every prospectus or supplement. Even if you had the staff and time, how do you find the right information from EDGAR – the industry's "first use" prospectus and compliance document repository?

NewRiver has solved the problem for you. We extract, tag, and associate all mutual fund, variable product subaccount, ETF, and UIT documents from EDGAR – as well as Canadian mutual funds from SEDAR – by fund CUSIP down to the share class level. We maintain a proprietary database that's scalable and always up to date. That's important – because although you want to reduce costs, your first obligation is to better inform and protect your investors.

What makes us equipped to help you succeed? It's our combination of patented processes, proven technology, and unparalleled experience. Today, 200 financial firms and FINRA use NewRiver's documents and data. More than 100,000 financial advisors rely on our FundPOINT® Desktop "paperless prospectus" tool to service and transact mutual funds. Through a partnership with Broadridge, we are also the industry's leading e-delivery provider with millions of first-dollar prospectus deliveries annually.

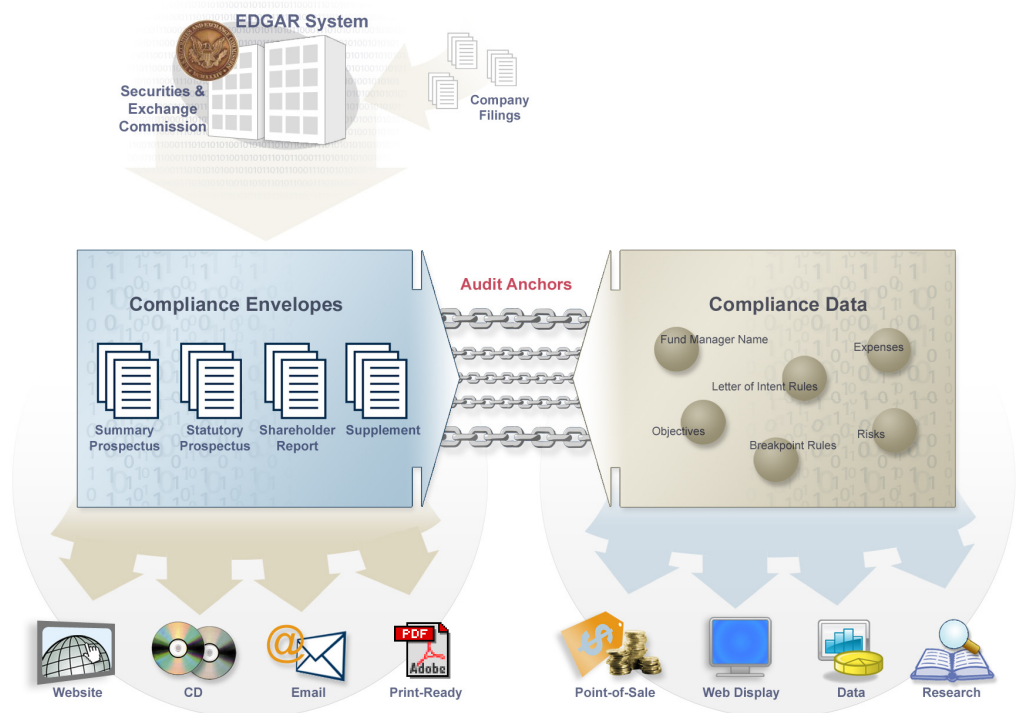
So whether your goal is to improve compliance, increase sales, or adopt e-delivery, we have the expertise and technology to make it happen.

"The desire for data consistency is driving data management projects forward. Eighty-three percent of (survey) respondents think that data administration can and should be centralized in the organization."

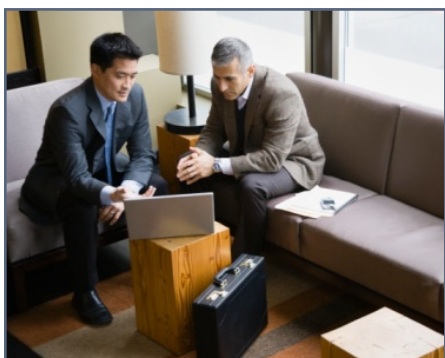
– TowerGroup Reference Data Survey,  
September 2008

## The only patented document solution that's EDGAR-sourced and updated daily.

Anyone can extract information from EDGAR – if they can find it in the dizzying array of form types, duplicate filings, and hard-to-find documents buried inside this monstrous database containing over two million filings. Only NewRiver provides the capability to extract, organize, and maintain information by fund CUSIP at the share class level. And only NewRiver provides the automated processes and human oversight to ensure QA on every document filing every business day.



## 95% of mutual fund investors use the Internet<sup>1</sup>. Shouldn't their mutual fund prospectuses be online too?



When it comes to investor disclosure, relying on paper is passé. The securities industry pays \$1 billion annually to produce fund prospectuses – yet regulators, financial firms and investors universally agree they are too costly, cumbersome, and complex. In fact, two-thirds<sup>2</sup> of investors don't read them at all. And who can blame them? For example, many variable product prospectuses contain 30-40 funds while the average policyholder has only 3-4 holdings (meaning over 85% of prospectus information is irrelevant to the end user). The same holds true for the semi-annual and annual report mailings – too much information, too little relevance to the end user. In the retirement space, some 65 million 401(k) plan participants have a similar problem with their mutual fund first-dollar prospectuses.

The good news is that the pendulum has swung. Changes in consumer attitudes and industry initiatives mean paper reduction is now a key business priority. The SEC's summary prospectus, the DOL's desire for better fee and expense disclosure, and NAVA's Straight-thru-Processing (STP) initiatives are paving the way to less paper and greater transparency. Whether its delivering traditional "Big Book" prospectuses or streamlined summary prospectuses, e-delivery is hands-down the best approach to reduce costs, speed delivery, and simplify document archiving and accessibility.

While most companies understand the economic value of e-delivery, the majority are reluctant to make the move due to the required change in process, initial start-up costs, and industry-wide low e-consent rates. NewRiver eliminates these obstacles. Our Total E-Consent Solution can implement your e-delivery program in ten weeks, guaranteeing 10% investor consent in Year One\*.

Why strain your IT staff with creating a compliant prospectus e-delivery platform when NewRiver offers a ready-made solution?

\*Certain terms and conditions apply.

Whether you're a brokerage firm, retirement plan administrator or variable annuity reseller, there's no smarter way to reduce costs, improve service and ensure compliance than with NewRiver's Intelligent Delivery Services. We deliver the most compliant documents via electronic, print or CD quickly, cost-effectively and accurately. We are the only firm to guarantee that the registered fund prospectuses we deliver are "compliance grade."



## The summary prospectus will save \$300 million and 128 forested acres annually. Time to go green!

The SEC's summary prospectus significantly reduces page counts while offering plan participants a choice between paper or electronic formats. The summary prospectus also provides fast, online access to more information such as the statutory prospectus and the latest supplements, shareholder reports, and statements of additional information. Better yet, investors will soon be able to perform fund comparisons on the fly thanks to industry standards such as XBRL US, in which NewRiver is an active participant.

Less paper, better investor disclosure. Imagine the financial impact! Estimates project the summary prospectus can save financial firms up to \$300 million annually<sup>3</sup> and shave 65% off annual prospectus print and postage costs<sup>4</sup>. That doesn't factor in a new convention – combining the summary prospectus and the confirm statement into a single envelope with a single postage stamp.

To put the potential savings into context, ICI estimates there are 298 million mutual fund shareholder accounts (2008 ICI fact book). Assuming these accounts would receive a prospectus mailing each year, the savings for implementing the summary prospectus would be nearly \$300 million annually and, by adopting an e-delivery program, total savings would jump to \$557 million. Factoring in 64.5 million new fund purchases, these numbers would increase to \$363 million and \$678 million, respectively.

In short, the summary prospectus will save about \$1 dollar per paper delivery and just under \$2 dollars per e-delivery (see chart).

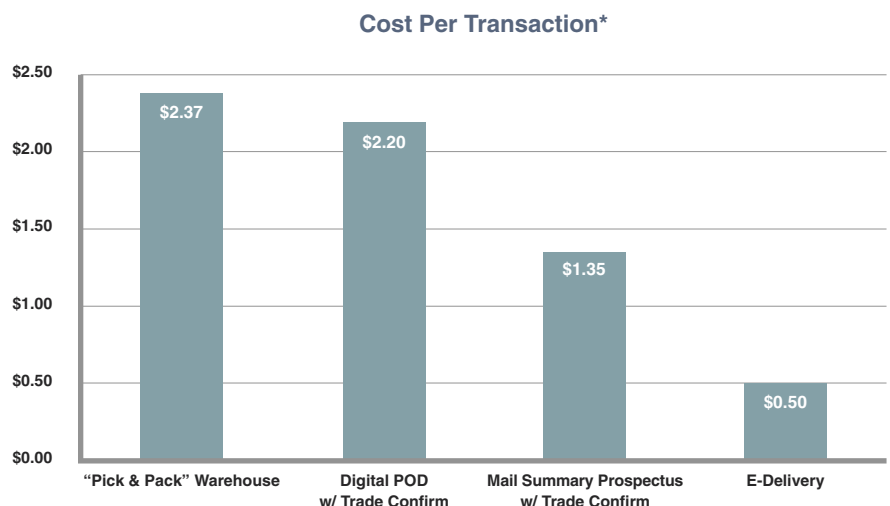
Want to get on-board? NewRiver can help. If you are a broker-dealer, variable product provider, or retirement plan recordkeeper, we can manage the process for you by providing summary prospectuses with a transparent web solution that enables investors to click to the statutory prospectus and other compliance documents as required under the rule. Or we can give your in-house fulfillment operations "on demand" access to our print-ready PDF warehouse. Best of all, we can get it done today.

"In 2007, we mailed 70 million shareholder reports ... if you add in our prospectuses, it was 18.2 million pounds printed in 13 plants. There were 362 tractor-trailer loads of paper. We killed 161,000 trees mailing people things that didn't change very much, were repetitive, were not likely to be read, and could have been up on the website."

– Paul G. Haaga, Vice President  
Capital Research Management

## Comparing Cost Efficiency of Prospectus Delivery Options

\*Estimated cost based on industry sampling for a single-fund book. Numbers may vary from firm to firm based on factors such as volume and page count.



## Today's financial markets demand a smarter technology spend.

To survive and thrive in turbulent times, you need to manage change – and stay ahead of the competition – by being more cost-efficient, compliant, and customer-friendly. At NewRiver, our “best-in-class” document, data and delivery technology solutions can help you meet your business goals and reduce risk. We help you go “green” while saving you greenbacks. There's no smarter investment than that!

### Benefits at a Glance:



“Financial institutions are incredibly complex businesses. Over the next five years, technology should be applied to reducing this degree of complexity by the eradication of paper-based processes.”

– Financial Services in 2010:  
Hallmarks of Success  
(Deloitte 2006 study)

Channel	Industry Initiative	Why NewRiver?
<b>Brokerage</b>	Summary Prospectus	<p>Through our exclusive partnership with Broadridge, we provide a single-source solution that saves money and ensures compliance for first-dollar mutual fund transactions.</p> <p>Our single platform for print and e-delivery accommodates the summary prospectus and website “layered disclosure” requirement.</p> <p>Our compliance-grade data and paperless desktop prospectus tools facilitate suitability analysis and enable point-of-sale disclosure.</p>
	Point-of-Sale Disclosure	
<b>Retirement</b>	Summary Prospectus	<p>We offer a single-source solution to help meet 404(c) fiduciary requirements for transaction quality and investor disclosure for thousands of funds and 65 million plan participants.</p> <p>Our single platform for print and e-delivery accommodates the summary prospectus and website “layered disclosure” requirement.</p> <p>Our “retirement focus,” compliance-grade data enables retirement service providers to improve transaction quality with better fund filtering and selection, as well as more rigorous disclosure of fund fees and expenses.</p>
	Fee Disclosure	
<b>Variable Annuity</b>	Disclosure Cost Savings	<p>Our portfolio-specific POD prospectus delivery reduces page counts and print fulfillment costs by 30-45%.</p> <p>Our e-delivery service saves up to 80% off traditional print mass mailings while ensuring each document delivered is 100% compliant.</p> <p>Our single platform for digital print on demand and electronic delivery enables policyholder “freedom of choice” in delivery preferences while providing a bridge for NAVA's STP paperless initiative.</p>
	Straight-thru-Processing	



**Footnotes**

1 Investment Company Institute (ICI), Investors' Views on the Securities Exchange Commission's Proposed Summary Prospectus, 2008

2 ICI, Understanding Investor Preferences for Mutual Fund Information, 2006

3 Forrester Research, The Short-Form Prospectus: Industry Poised for Savings, Transparency, and Innovative Ways to Communicate with Investors, 2007

4 Aite Group, Green in More Ways than One: The Economic and Client Impact of Going Paperless, 2008

## The Single Document and Data Solution for Financial Services

Since 1997, our innovation has helped 200 financial leaders move millions of investors from paper to electronic delivery.

### ***Intelligent Delivery Services® – the single source for e-delivery and digital POD.***

Intelligent Delivery Services marries best practice compliance with significant cost savings and a better customer experience. Our blended solution of portfolio-specific, digital print on demand and electronic delivery can save you 60% off traditional “pick and pack” fulfillment while preserving your freedom of choice between paper and electronic document formats. Our combination of daily EDGAR sourcing, database intelligence including NCOA maintenance, and centralized QA processes assures optimal document delivery and compliance peace of mind.

### ***FundPOINT® Data – the industry “gold standard” for mutual fund data.***

FundPOINT Data is a mutual fund data feed that reduces your operations expenses and compliance risk, strengthens your competitive advantage, and improves investor relations. Covering more than 25,000+ unique funds, FundPOINT Data includes 349 data points and focused data packages for retirement, market timing rules, and 529 plans. FundPOINT Data is the only industry solution sourced daily from EDGAR where every single filing is reviewed by a combination of human oversight and automated processes. No other data solution is as comprehensive, centrally managed, and guaranteed to be “compliance grade.”

### ***FundPOINT® Desktop – a Web tool that improves compliance and sales.***

Sell more funds in less time and at lower cost with FundPOINT Desktop's Compliance Grade<sup>sm</sup> mutual fund data and analysis. Integrating FundPOINT Desktop into your firm's trading workflow and sales process turns all your advisors into “mutual fund experts”. Advisors can access and email the most current statutory and summary prospectuses. And FundPOINT Desktop's Share Class Analyzer provides fund-to-fund comparisons and point-of-sale disclosure to help ensure suitability requirements are met and all scenarios are recorded for auditing.

“Prior to FundPOINT, advisors only knew about a subset of mutual funds and had a very narrow focus. Now they can utilize more funds and provide better customer service.”

– Operations Manager,  
National Full Service Financial Firm

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