
max·xs

THE POINT OF ACCESS

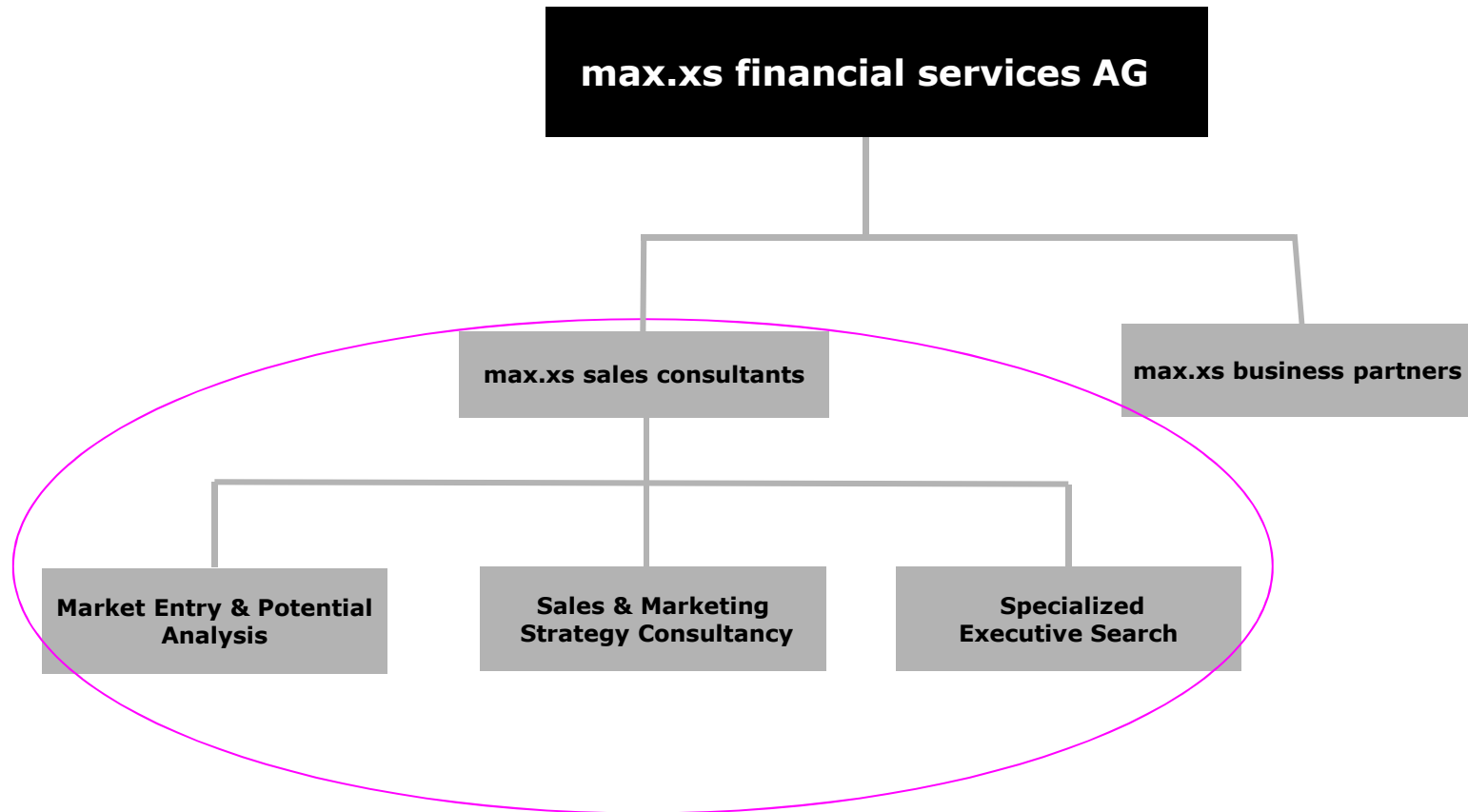
max·xs
sales consultants

max.xs financial services AG
Frankfurt am Main

Who are max.xs sales consultants?

- > max.xs sales consultants comprises the consultancy services offer of max.xs financial services AG, a specialist sales services organization
- > max.xs sales consultants are specialized in sales related themes only
- > max.xs' network of sales consultants are in daily contact with institutional investors and distributors in German speaking Europe
- > max.xs sales consultants have hands-on international business development, marketing and product development expertise (and still counting)
- > max.xs sales consultants' advice is based on market data interpretation, live investor feed back combined with market knowledge and many years of practical business development experience.

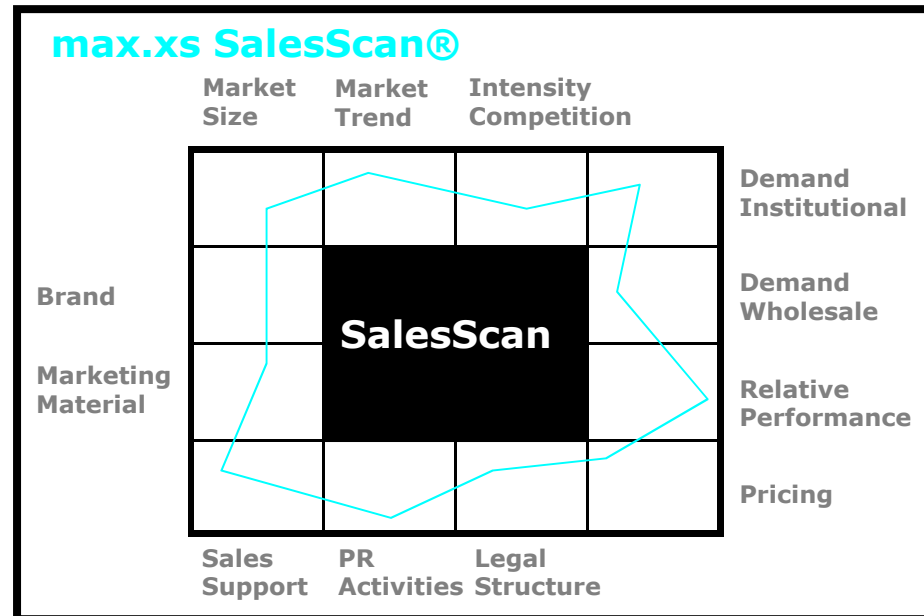
max.xs sales consultants deliver practical, ready-to-use advice



Market Entry and Potential Analysis

The basis for effective positioning and sales activities grasps all relevant dimensions:

- > Market potential (size, trend, demand per segment)
- > Relative product strengths (performance, price, legal structure, competition)
- > Relative company strengths (brand, support, material)
- > Estimate on product sales potential by
 - evaluation and interpretation of product information and market data
 - feed back from our investor network



Price depends on number of products to be analyzed

Sales and Marketing Strategy Consultancy

Design or review of market entry strategy

- > Product:Market Combinations (sales channel strategies)
- > Conception of a marketing and communication strategy
- > To do's & time plan (milestones)
- > Economics (budgeting)
- > We obviously also assist you interacting with various service providers, such as administrative platforms, legal firms, etc.

Review of existing sales activities (confirmation or optimization)

- > Identification of market potential
- > Analysis of the current product positioning
- > Analysis of the current sales efforts
- > Conceiving alternative solutions for sales strategy
- > Economics
- > Adaptation of the existing business plan



Executive Search

Executive Search and Board Consulting

As a specialized sales services organization, max.xs knows the market and most players. It is only logical to make this market insight available to asset managers when it comes to identifying the most precious and scarce growth resource: talent.

max.xs does not provide extensive long lists but focuses on realistic candidates that match the culture and ambitions of your company.



Management

Frank Alexander de Boer, CEO, has over 25 years of senior management experience in the international asset management and investment banking industry. As Board Member of Union Investment, Germany's 2nd largest Mutual Fund Manager, and as Member of the Management Team Europe & Emerging Markets with ING Investment Management, he was responsible for asset management companies in Europe and Asia. As Country Manager with Robeco Group, Frank successfully built up local market presence of this leading Dutch asset manager in Germany. His background in Private and Retail Banking is of additional help understanding product requirements. Frank completed a Business Study at the University of Utrecht (Netherlands) and holds an MBA from the Kellogg School of Management (Evanston, USA) and WHU (Vallendar, Germany).



Disclaimer

Although the information contained in this presentation comes from carefully selected sources, which we hold to be reliable and trustworthy, we do not guarantee for its exactness, correctness or completeness. In the legally allowed circumference any liability for the use of this document or its content excludes max.xs financial services AG. This document serves only for the purpose of information and does not constitute an offer, request or recommendation to the acquisition of funds or other financial products. In particular, it contains no legal advice or tax consultation. The whole content of this presentation has to be treated confidentially. Circulation and publication of this presentation and its content, on the whole or in parts is permitted only with the previous written approval by max.xs financial services AG.

max.xs financial services AG

mainBuilding
Taunusanlage 19
60325 Frankfurt am Main

Tel.: + 49 69 71 91 89 70
eMail: info@max-xs.de
www. max-xs.de
