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AUDIT FIRM
CLIENT ACQUISITION SUPPORT
SERVICES

Objective of the Service
- Increase the number of qualified clients
- Reduce partner hours dedicated to identifying qualified clients

Description of Service
- Convergence will create and send customized "Product Relevancy Profiles" on up to 40,000 asset managers who can leverage multiple Audit Firm services.
- Identify asset managers likely to switch or diversify Fund Auditors.
- Identify asset managers likely to launch new funds.

Description of our Methods
- We apply AI and data science techniques to create 40,000 Audit Firm "Product Relevancy Profiles."
  - The models examine an Adviser's business and take a holistic view of all the Audit Firm's services they use or are likely to need.
- We create a "scoring" system to rate each prospect based on the total product potential.
- Once the "baseline set of manager names" is established, we actively monitor them and report changes to keep the information fresh.

Success Measures
- We believe in metrics and expect that they would include the number of meetings held, quality of meeting and commercial outcomes including new clients added and new products per existing client added.
- Hard measures of ROI can include revenue growth at the client or service level versus the cost of the service.

Please contact George Gainer at 856-287-1681 for more information.

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Sample Asset Manager Product Relevancy Profile Scorecard
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Our models create an updated digital record for every asset manager in our database that we can send to your CRM system, sales teams or Client Managers.

Service	Asset Manager Audit Firm Profile	R
Audit	Private Equity Audits	Y
Audit	Hedge Fund Audits	N
Audit	Venture Capital Audits	Y
Audit	Real Estate Fund Audits	Y
Audit	Other (Hybrid) Fund Audits	Y
Audit	Liquidity Fund Audits	N
Audit	Mutual Fund Audits	Y
Audit	Exchange Traded Fund (ETF) Audits	Y
Audit	Business Development Company Audits	Y
Audit	Non-Traded REITs Audits	Y
Audit	Publicly Traded REITs Audits	Y
Audit	Tender Offer Fund Audits	Y
Audit	Interval Fund Audits	Y
Audit	SPAC Audits	N
Advisory	Outsourced CFO Services	N
Advisory	Regulatory and Compliance Services	Y
Advisory	Transaction/Deal Advisory Services	Y
FA	Private Equity Fund Admin	Y
FA	Hedge Fund Admin	N
FA	Venture Capital Fund Admin	Y
FA	Real Estate Fund Admin	Y
FA	Other (Hybrid) Fund Admin	Y
FA	Liquidity Fund Admin	N
FA	Mutual Fund Admin	Y
FA	Exchange Traded Fund (ETF) Admin	N
FA	BDC Admin	Y
FA	Non-Traded REITs Admin	N
FA	Publicly Traded REITs Admin	N
FA	Tender Offer Fund Admin	N
FA	Interval Fund Admin	N
FA	SPAC Fund Admin	N

Service	RS	RP	%
Audit	11	14	0.79
Advisory	2	3	0.67
FA	6	14	0.43
Total	19	31	0.61

Product Relevancy Scores are based on product usage models that we have created for asset managers.

Product Usage Models are based on the services that are used by asset managers. We obtain product usage information using multiple techniques including:
- Manager interviews
- Manager regulatory disclosures
- Manager website disclosures
- Identified transaction activities
- Commercial disclosures
- Service provider disclosures

This sample **Relevancy Score** was developed for a $2.2 billion PE asset manager.

The .61 **Relevancy Score** is based on the likelihood that they can leverage 14 of 23 of the Audit Firm's Audit, Advisory and/or Fund Administration services.

This manager's **Relevancy Score** would be ranked among all asset managers in scope for the client acquisition support services.

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Review of a Product Relevancy Profile Model
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We develop our product model using some or all of the listed services:

Audit Services
- Private Equity Audits
- Hedge Fund Audits
- Venture Capital Audits
- Real Estate Fund Audits
- Other (Hybrid) Fund Audits
- Liquidity Fund Audits
- Mutual Fund Audits
- Exchange Traded Fund (ETF) Audits
- Business Development Company Audits
- Non-Traded REITs
- Publicly Traded REITs
- Tender Offer Funds
- Interval Funds
- Special Purpose Acquisition Company (SPAC) Audits

Advisory Services
- Outsourced CFO Services
- Regulatory and Compliance Services
- Transaction/Deal Advisory Services

Fund Administration Services
- Private Equity Fund Admin
- Hedge Fund Admin
- Venture Capital Fund Admin
- Real Estate Fund Admin
- Other (Hybrid) Fund Admin
- Liquidity Fund Admin
- Mutual Fund Admin
- Exchange Traded Fund (ETF) Admin

- Business Development Company Fund Admin
- Non-Traded REITs Admin
- Publicly Traded REITs Admin
- Tender Offer Funds Admin
- Interval Funds Admin
- Special Purpose Acquisition Company (SPAC) Fund Admin

*Due to SEC Independence Rules, Audit Firms may not be able to cross-sell certain services. The model identifies all services that each Adviser may require and that you offer to help you prioritize each opportunity.

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Predictive Analytics: Manager Likely to Diversify
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Convergence's "Likely to Diversify" is a predictive model that consists of baseline identification, ongoing monitoring and periodic reporting.

Baseline Identification
- This predictive model identifies Managers who currently use at least one fund auditor and are likely to add a new fund auditor in order to diversify their service providers.
- Our models examined the business profiles of 1,000+ Managers that made the decision to give funds to a new fund auditor during the last 10 years. A Manager's business profile consists of up to 70 unique business factors.
- The predictive model is then pointed at the current market to identify Managers with a "Diversified" business profile.

Ongoing Monitoring
- We refresh the model and monitor the "baseline" for changes on a semi-annual basis.
- We "push" those changes to you.

Reporting
- We provide periodic reporting on trends in Managers making "diversification" decisions. Includes an allowance of 10 hours of custom analysis provided.

Benefit
- Increase the number of conversations with Managers by sharing the data with them. Managers are always comforted by independent data that shows how they compare to other Managers. It makes decisions like this less difficult. They like to be consistent with the market.

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Predictive Analytics: Manager Likely to Switch
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Convergence's "Likely to Switch" is a predictive model that consists of baseline identification, ongoing monitoring and periodic reporting.

Baseline Identification
- This predictive model identifies Managers who are likely to change their existing fund auditor.
- Our models examined the business profiles of 1,400+ Managers that made the decision to change a fund auditor during the last 10 years. A Manager's business profile consists of up to 70 unique business factors.
- The predictive model is then pointed at the current market to identify Managers with a "Switch" business profile.

Ongoing Monitoring
- We refresh the model and monitor the "baseline" for changes on a semi-annual basis.
- We "push" those changes to you.

Reporting
- We provide periodic reporting on trends in Managers making "switch" decisions. Includes an allowance of 10 hours of custom analysis provided.

Benefit
- Increase the number of conversations with Managers by sharing the data with them. Managers are always comforted by independent data that shows how they compare to other Managers. It makes decisions like this less difficult. They like to be consistent with the market.

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Predictive Analytics: Manager Likely to Launch a New Fund
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Convergence's "Likely to Launch a New Fund" is a predictive model that consists of baseline identification, ongoing monitoring and periodic reporting.

Baseline Identification
- Convergence developed a new technique to identify new funds being formed by asset managers 111 days, using the mid point, before the investment adviser files its Form D notice that it intends to market an exempt offering.
- We have a 80% confidence level based on our back-testing of 300 issues that we detected and those issues followed through with filing a Form D.

Ongoing Monitoring
- We refresh the model and monitor the "baseline" for changes on a semi-annual basis.
- We "push" those changes to you.

Reporting
- We provide periodic reporting on trends in Managers launching new funds. Includes an allowance of 10 hours of custom analysis provided.

Benefit
- Increase the number of conversations with Managers by sharing the data with them. Managers are always comforted by independent data that shows how they compare to other Managers. It makes decisions like this less difficult. They like to be consistent with the market.