

“Growing your network through innovation”

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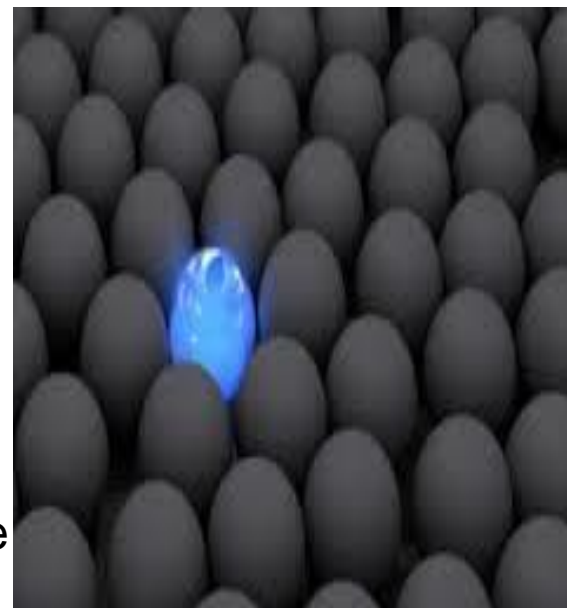


TODAY

- Introduction – when we last spoke!
- Innovation is key – why?
- Growing our network/using our network
- Memery Crystal retail bonds (mini-bonds) – 18 months on

Introduction – when we last spoke!

- “In your client’s shoes” presentation (Oct 2014)
 - Competitive marketplace
 - Sophisticated clients
 - Big not always better
 - Specialisms – immersed in key markets
 - Fast, flexible, entrepreneurial – like your clients
 - Develop USP – unique selling point
 - Real added value
- Memery Crystal Retail Bonds – Alternative Finance
 - Strong position in the market – understand issues surrounding access to finance and SME’s including retail brands and sports clubs
 - Identified a “need” for low cost financing alternatives (putting ourselves in the investee’s position)



Innovation is key – why?

- Innovative, relevant products create:
 - Interest
 - Market position
 - Referrals
 - Profile
- “Alternative” finance sector has moved on at an alarming pace over the last 12 months:
 - “Alternative” to “Mainstream”
 - Crowdfunding platforms proliferate
 - Crossover into “Fintech” – including payment services and savings/investments management, including online investing
-resulting in:
 - Profile and commentary in financial press
 - An expanded network for us and our clients
 - Opportunity for other areas of our business



Memery Crystal retail bonds – 18 months on

- Update:
 - Developed proposition and evolved with the market
 - Continue to lead the market in retail bonds
 - Now work with some of the leading crowdfunding platforms providing advice to the platforms themselves and their/our clients
 - Latest bond launched on 18th April



Memery Crystal retail bonds – 18 months on



Growing our network/using our network?

- Lessons learnt:

- Demonstrate a true understanding of a sector/market and the issues which prevail in it
- Develop a specialism
- Collaboration – GGI network
- Create client referrals
- Evolve and innovate



Growing our network/using our network?

- Q&A
- What can we do to improve our network?:
 - International working group – collaborate on promotion of expertise, know-how, opportunities, referrals
 - Sharing of information
 - International marketing & communication strategy
 - Resource sharing

