



# UNIn.COMPLIANCE

Transforming Counterparty Management  

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Organizing Best Execution

plia

# Counterparty Management. Transformed.

Our PLIA platform and approach can bridge the information gap between asset managers and counterparties. We can help organize and centralize all counterparty interactions.

We provide a centralized and secure platform to manage information and interactions:



## Communication

We help streamline and control the flow of information necessary for asset managers to integrate best execution and oversight in their process.



## Insights

Our sentiment analysis and back-end AI technology will allow clients to extract material response changes and trends over time.



## Risk Management

We help manage all venue preferences, trading tolerances and limits, and outlier reporting in one platform to better communicate and confirm risk controls.

## Best Execution. Organized.

Replace informal or haphazard processes with a new standard in organization. From trade errors to broker votes, gifts & entertainment to minutes and action-items, Urvin.Compliance can support the entire Best Execution process.

We provide a centralized and secure platform to manage your regular and rigorous best execution process:



### Best Execution Committee Support

Organize all of your documents and reports for monthly or quarterly Best Execution Committee meetings, and automate material generation.



### Regulatory Updates

Receive regular market structure and regulatory updates, customized by region, from experts with decades of experience.



### Future-Proof Your Organization

Centralize all your Best Execution information to safeguard your firm from future audits and examinations, eliminate problems when personnel leave.

## Fundamental Problems

### Current challenges:



#### Hundreds of Counterparties

Non-standardized responses, different operating models, complex relationships.



#### Market Structure Complexities

Potential conflicts of interest, complicated global interconnectedness, increased number of venues.



#### Increased Regulations

Lack of global standards, heightened best execution expectations, more enforcement actions.

### The numbers:

448

Unique broker-dealers on the Urvin.Compliance Platform

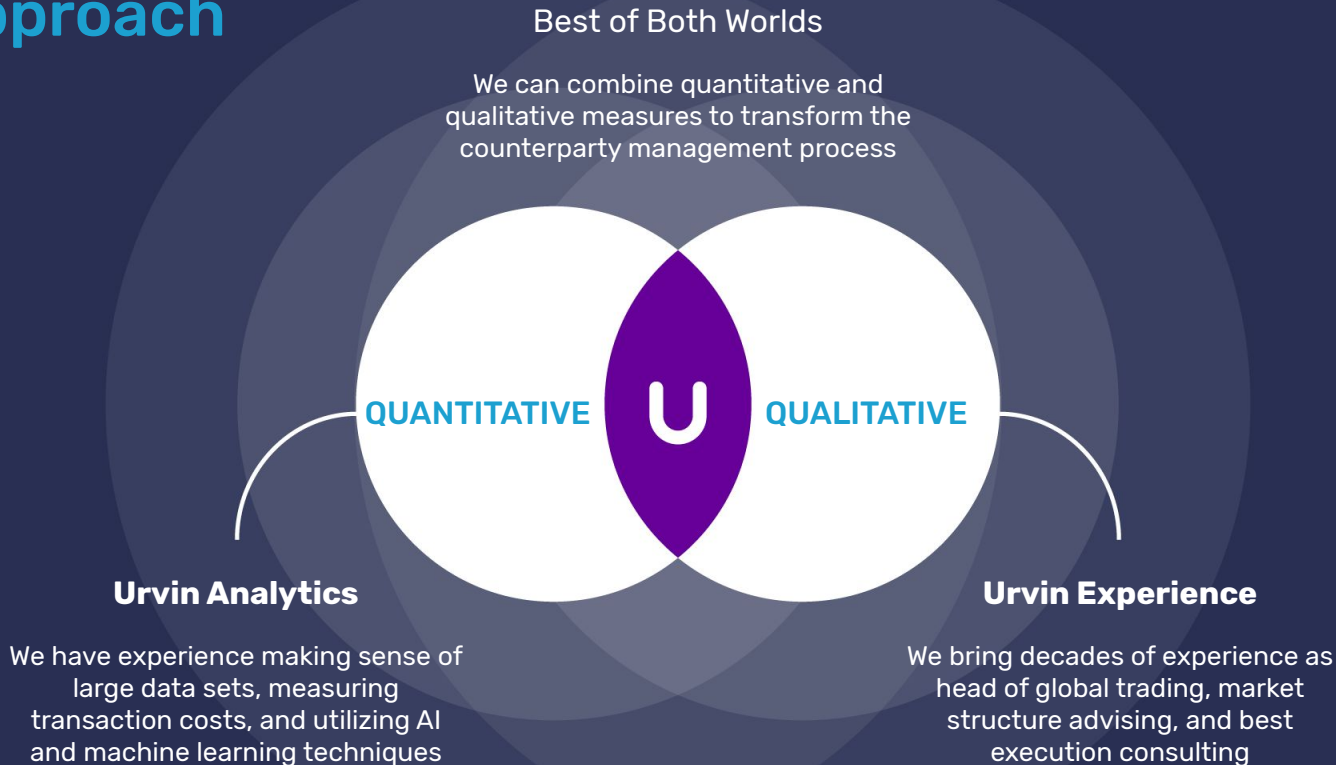
100+

Number of global stock exchanges and trading venues

73%

The one year increase in SEC penalties in 2018 from \$832mln to \$1.44bln

## Our Approach



## Our Difference



Unparalleled experience  
and expertise



Deep network of users and  
experience to crowd source  
enhancements



Robust communication and  
messaging capabilities **will**  
be streamlined



Highest standards in  
security and data privacy



Access to unique AI  
technology for increasing  
efficiency and automation

## Our Team

### Leadership Team

- Bill Stephenson (US): Former Franklin Templeton Global Head of Trading, Founder AIR Summit, FinTech Investor and Business Development Consultant
- Dave Lauer (US): TCA and Best Ex Consultant, HFT at Citadel and Allston Trading, Tech Architecture at IEX, Co-Founder Healthy Markets, sits on FINRA Market Reg and Aequitas Board of Directors, testified before US Senate & SEC
- Amy Scott (UK): 20 years experience in FinTech, Former Co-Founder at FIX CITY (joinet)
- Mark Bedworth (UK): 35 years in AI, including MI6
- Pete Herzog (Spain): World renown information security expert, working for large multinationals, governments and militaries

# Uvin.compliance

## Recent Experience

### Organizations



#### Healthy Markets and Franklin Templeton

Bill and Dave drove for industry standardization through improved questionnaires, independent evaluation and analysis



#### Plia

Plia was founded in 2014 and has been a leader in compliance management



#### Plia Advisory Board

The Advisory Board was created as part of the relationship with the Plato Partnership to deliver a due diligence platform to the European market

### The numbers:

40

Years of experience

\$8.3T

AUM of 2019 Plia Clients

\$12.5T

AUM of 2020 Plia Advisory Board

## High-Level Approach

### Goals

- Improve and streamline the counterparty due diligence process
- Add features to create a single-point interface for counterparty interactions, across regions and asset classes
- Leverage technology to improve experience, automate where possible
- Leverage deep experience and expertise of Uvin.Compliance Leadership Team

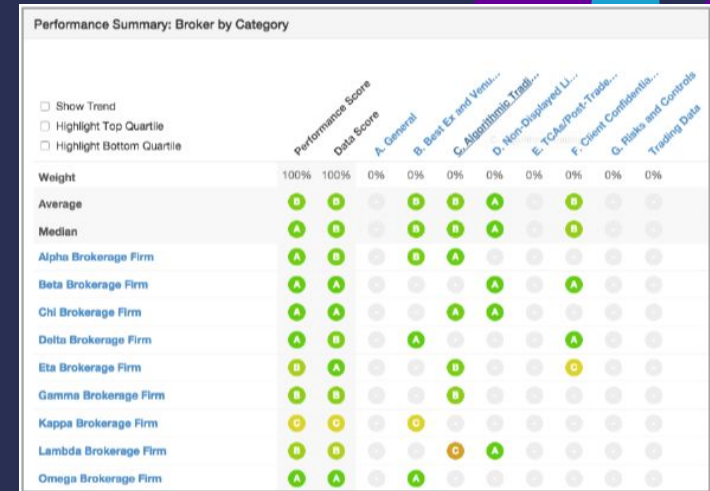
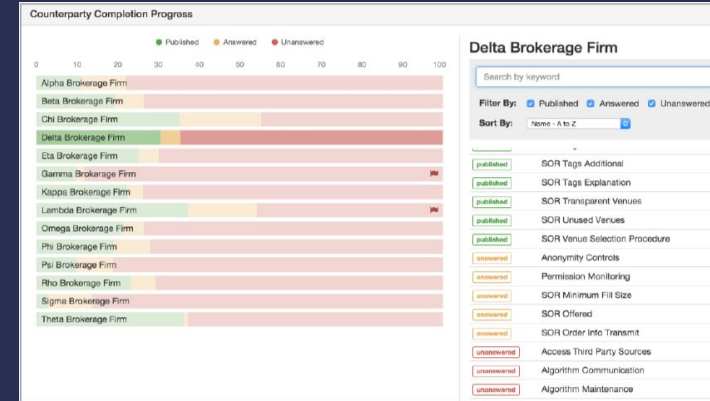
### Approach

- The PLIA platform and can leverage associated network benefits including a large network of brokers
- Form regional working groups comprised of both buy-side and sell-side firms to understand the needs and priorities of each, build features for both
- Uvin AI is focused on natural language understanding; many other opportunities to improve user experience
- Offer services to help reduce burden on both buy-side and sell-side

## Current Platform

Uvin.Compliance Acquired Plia on Nov 1, 2019

- Operational since 2014, with current users/clients in the US, Europe and Asia
- Questionnaire management, sharing, progress monitoring, audit trail
- Workflow management and approval hierarchy
- Data requests, including automatic recurring requests
- Consolidated dashboard of all counterparty information
- Grading / Scoring of questionnaire responses



## Current Platform

PLIA supports **MiFID II Best Execution** Requirements:

- Provides framework for a formal process
- Ensures execution arrangements are monitored and reviewed on an ongoing basis
- Enables updates and change notifications for material changes to execution arrangements or policy
- Monitor information to improve process and identify deficiencies
- Trade exception review and approval
- Record keeping and reporting

## Current Platform

Uvin.Compliance supports **HK SFC Code of Conduct** supervisory rules:

- Provides a mechanism and framework to supervise systems and orders through electronic trading systems
- Helps to manage and supervise the design, development, testing and operations of electronic trading systems
- Ensures the adequacy of trading systems and the appropriateness of their reliability, security and contingencies
- Provides proper record keeping on design, development and deployment of electronic trading systems
- Helps ensure controls are reasonably designed and systems operate in the interest of the integrity of the market

## Near-Term Enhancement

PLIA is focused on helping make **SEC 606(b)(3)** data valuable to the best execution process:

- Potential fiduciary obligation to request 606(b)(3) trade data beginning on January 2, 2020
- Automate periodic requests to brokers for 606 trade data
- Visualize metrics, compare broker routing performance, overlay fees and rebates
- Integrate third-party TCA data for additional performance context
- Access to anonymized benchmark data across all Urvin.Compliance users (opt-in only)

## Near-Term Enhancements

PLIA is focused on simple near-term enhancements:

- User interface and experience improvements to streamline application usage and intuitiveness
- Questionnaire management improvements
  - Standardized templates
  - Desk-level and simplified customization
- Secure document storage for KYC and Legal T&C
- Analytics
  - Regulatory Reports (EU RTS & US Rule 606)
  - Improved TCA integration

## New Potential Features

PLIA is dedicated to offering the below features in 2020:

- Risk Limit Management
  - Multi-level risk limits (trader, desk, broker, firm)
  - Customizable limit types, including order size, position size and entry rate
- Buyside Counterparty configurations
  - Algo customizations
  - ELP/SI preferences
  - ATS/MTF routing preferences
- Sellside Counterparty configurations
  - Retrieve buyside client preferences & change alerts
  - Counterparty set-up by region and/or asset class
  - Document portal for T&C management and distribution
- CSA reconciliation and document storage
  - Commission rate documentation
  - CSA/CCA setup and split information

## New Potential Features

PLIA is dedicated to offering the below features in 2020:

- User and Counterparty group management focused on federating users and counterparties by region, product, segment or customized grouping
- Messaging and Communication
  - Simplified asynchronous interface for messaging on the Urvin.Compliance platform, complete with audit and retention features, search, alert and many-to-many options
  - Integration with 3rd party messaging platforms, such as Symphony
- Firm information portal to include key contacts, org charts, coverage, trader authorizations, LEI, Large Trader ID, disaster recovery protocols, etc.
- Protocol standardization for information exchange and API-accessible functionality for custom integrations
- Best Execution/TCA report aggregation and standardization
  - Ability for brokers to delete/replace certain reports with the most up-to-date data
  - Functionality that will record communication on specific reports (i.e outlier commentary)

## Empowering Best Execution

PLIA is building features to power your quarterly Best Execution Committee to satisfy regular and rigorous reviews:

- Trade error tracking and reporting
- Broker vote facility
- Gifts and Entertainment tracking and reporting
- TCA integrations for automated trade outlier analysis and reporting
- Regional and asset class-focused market structure updates, broker-specific enforcement action review
- Store Best Ex Committee minutes, flag follow-up items
- Best Ex Committee material generation and distribution

## Services and Analytics

UrvIn.Compliance is uniquely positioned to offer value-add services and analytics:

- Professional services
  - Questionnaire response review, scoring and risk assessment
  - Best Execution policy, procedure and practice reviews
  - TCA and Outlier reviews
- Proprietary AI that understands unstructured data, allowing for automated analysis of questionnaire responses, comparisons across brokers.
- Independent review and consultation of sellside questionnaire responses
- Other types of due diligence or risk monitoring, such as vendor management, counterparty credit, cybersecurity, liquidity oversight, etc.

## Support

Our standard support model will be extended:

- Current support model is 8am - 5pm Eastern Time, Monday through Friday. We use Zendesk for logging and tracking support requests.
- European clients will be serviced with local support personnel.
- Standard response times are 4 hours for Critical Issues, or within 24 hours for all other issues.
- After-hours support packages will be offered with additional fees.
- Asian support will be brought up commensurate with regional adoption.

**Better protect your  
organization with centralized  
oversight of counterparty  
information.  
Simplify your Best Execution  
Processes.**