



INTRODUCING THE MARKETING MEDIA APP

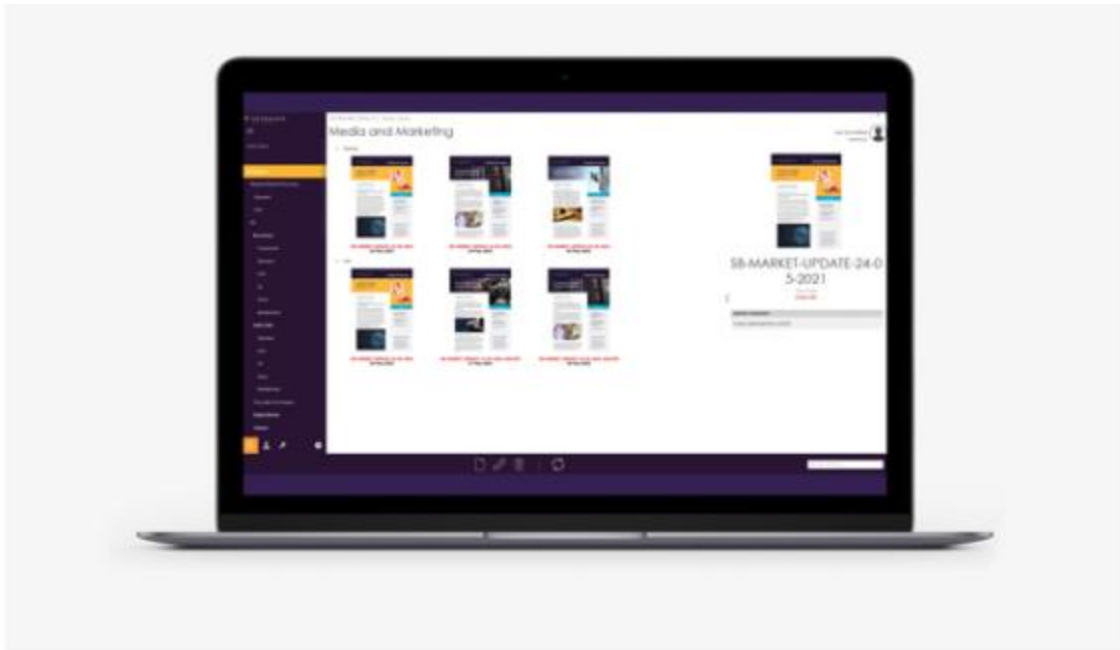


Marketing At The Click Of A Button

Hot on the heels of the all singing and all dancing Intranet, we are delighted to unveil the new Marketing Media App.

Before we get into the nitty gritty, we would like to say a big thank you to Divan and Wynand at Skybound Capital who have worked with us to bring our vision to life. And have shown great patience when others would have blocked our emails by now!

The app brings together a vast range of marketing materials in one easy to access and even easier to navigate solution right on your desktop. Whether you need to reassure a client as market volatility increases or get that prospect over the line with some cold hard facts, you will find all the support materials you could ever need!



We've Got A Brochure For That!

Whether you are looking for general aspects of international wealth management such as retirement planning, offshore investing and pension transfers; regional specific content such as swiss pensions and investing whilst working in Saudi Arabia; or corporate overview of the new Skybound Wealth Management ethos and governance, it's all here. You can access all brochures or select a specific region.

And A Sales Aid...

As with brochures, we have compiled an array of shorter sales aids covering a range of subjects to really help drive a prospect over the line.

**NEW PORTFOLIO
FACTSHEETS
AVAILABLE NOW**

Lee Schofield
Marketing

Growth 20 - EUR
May 2021
20 May 2021

Key Performance Indicators

Indicator	Value
Return on Investment	12.5%
Volatility	15.2%
Sharpe Ratio	0.85
Maximum Drawdown	-8.1%
Correlation	0.72

Key Takeaways

A new solution approach, along to protect your wealth over the long term. Growth 20 is a new solution approach, along to protect your wealth over the long term. Growth 20 is a new solution approach, along to protect your wealth over the long term. Growth 20 is a new solution approach, along to protect your wealth over the long term.

Supporting You!

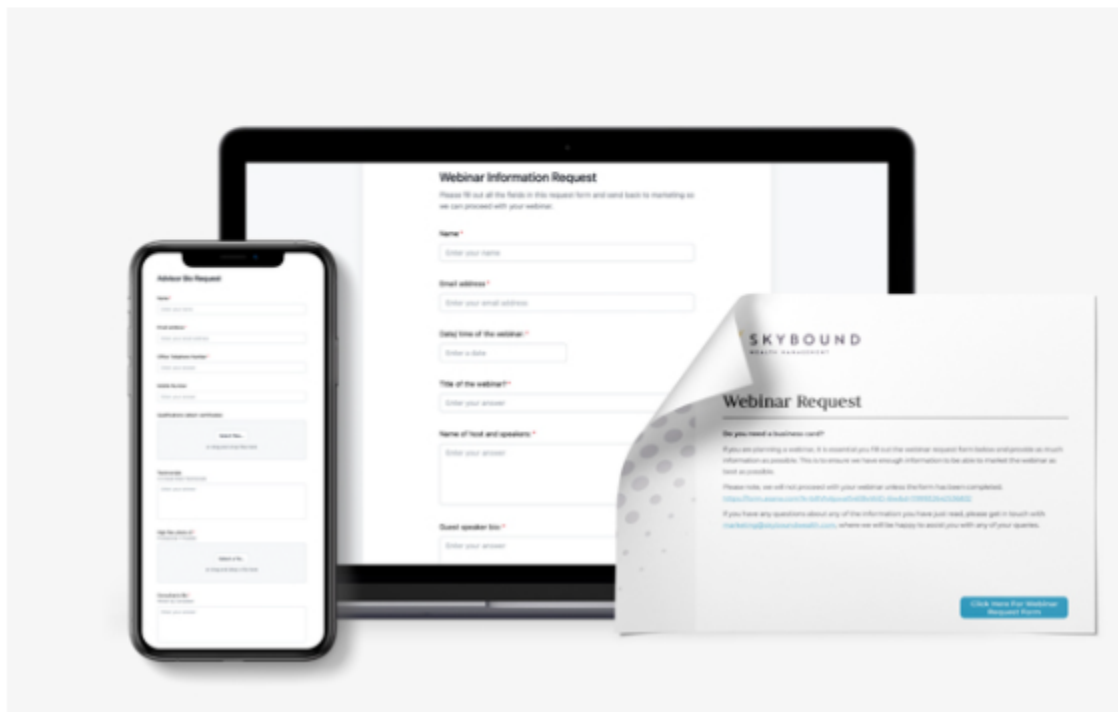
The content produced by support divisions such as Investments and Pensions really sets us apart from the competition. To help you access factsheets, newsletters, reports and more, you will find a section for each key division.

Get Seen Online!

It's been great seeing so many of you embrace the new brand online and sharing our content on your personal social accounts. To enable you to be more proactive online we have created a bank of social media collateral complete with imagery and text suggestions covering all core Skybound products.

Never Search For A Logo Again!

Requests for a logo are up there with the 'is it Adviser or Advisor?' question in terms of frequency. So you will be pleased to know that all existing versions of the Skybound Wealth logo can be found by searching 'logo'. Here you will find black and white or full colour, jpegs or pngs, centred or left aligned and more along with a guide on how and where to use them. Of course, if you need something slightly different you can get in touch and we will see what we can do to help.



Requests

Whether you are new to the company and looking for some personal stationary such as business cards, want to request a bio to demonstrate your skills and experience or would like to organise a webinar; the Requests section has handy how to guides and links to a brand new online request system.

These links send your request directly into the marketing workflow. Even whilst we have been testing this process and solving the teething problems, we have seen a significant reduction in turnaround times, and this will be the quickest way to ensure your request is handled in a timely manner. (now we have discovered the folder where the emails go to 😊!)

This is version 2 of a purpose built system and over the coming weeks you will see more content added, tweaks to how the app works and dedicated Apple and Android mobile versions.

Suggestions and getting in touch

To the best of our knowledge, all content on the Marketing App is correct at the time of uploading, however if you have any suggestions relating to existing literature or would like us to produce something completely new, you can contact us by email marketing@skyboundwealth.com

Great minds inspire each other

As well as being a great resource of content, we hope that seeing all existing Skybound literature in one place will help to get your creative juices flowing, and provide you with inspiration for new ways to engage with new and potential clients.



Securing Your Future
Wherever You Are Today

