

Fundmaster

The Smartest Fundfinder & Fund Promotion Eco-System

Fundmaster with De Tijd | L'Echo

De Tijd | L'Echo

As Belgium's largest business media, De Tijd and L'Echo reach nearly 2 million readers every month. These readers have a unique profile, with 55% owning the largest 10% of assets. Furthermore, 43% of all financial assets in Belgium are owned by De Tijd and L'Echo readers, with no fewer than 8 out of 10 of them investing in funds.*

Fundmaster

De Tijd | L'Echo offer an integrated solution to connect with the fund investor community. Our Fundmaster solution offers an advanced data-ecosystem that provides easy access to detailed information pages for all available funds in Belgium. It takes finding and exploring funds to the next level.

Fundfinder

The Fundfinder is an enhanced open search engine that provides convenient access to the detail pages of all registered funds in Belgium. The clear and convenient result page is specifically designed for an excellent user experience (fig. 1).

Partner Funds benefit from increased visibility through:

- Full-color logos on the result and detail pages (fig. 2)
- The partner box which links to the partner funds detail pages (fig. 3 right)
- Optimized SEO through Google indexation of the partner funds (fig. 4)
- The narrative layer (fig. 3 left) adding more information and a branding layer (fig. 5 right)

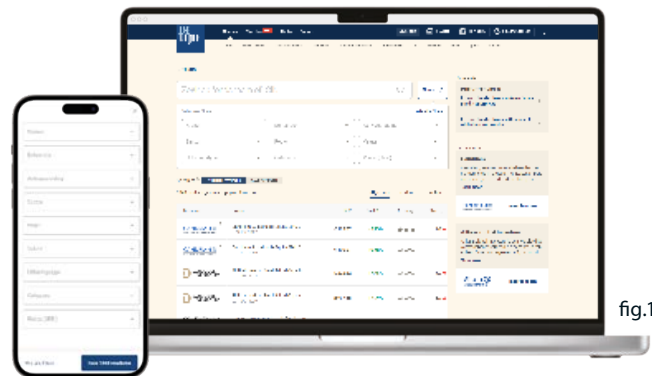


fig.1

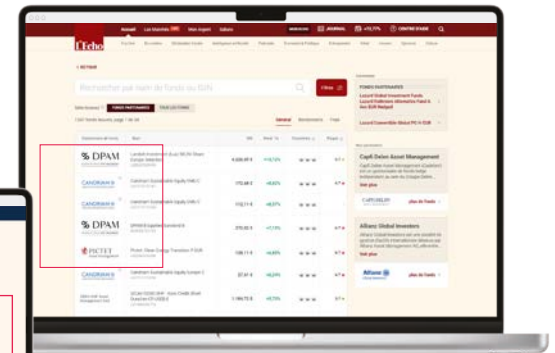


fig.2

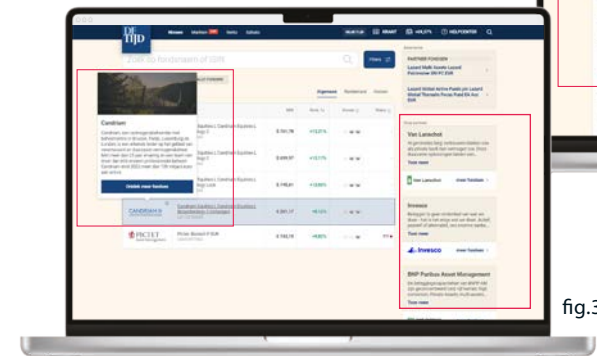


fig.3

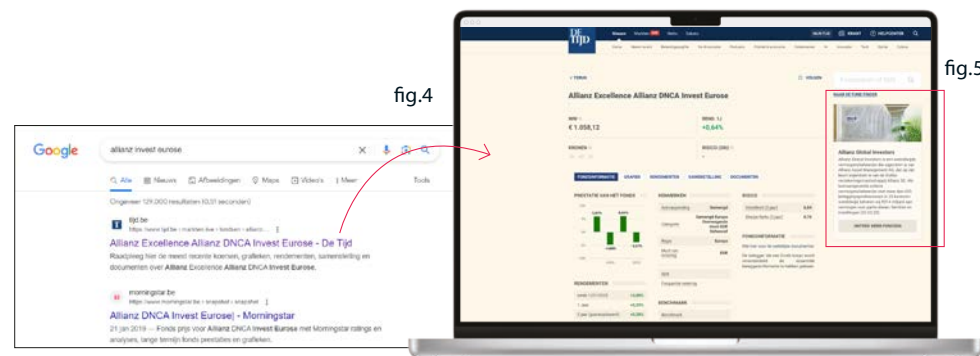


fig.4

fig.5

*Source: The Belgians and their Money, Kantar 2021

Fundmaster with De Tijd | L'Echo

Fund listings

Fund listings with the most recent NAV's in the printed editions of De Tijd | L'Echo (weekend edition) and 'Fonds' magazine (monthly) (fig.6)



fig.6

Data Connect

Next to listed company related articles, Data Connect offers contextual promotion of partner funds (fig.7). These placements boost visibility and significantly drive more traffic to your partner fund detail pages.

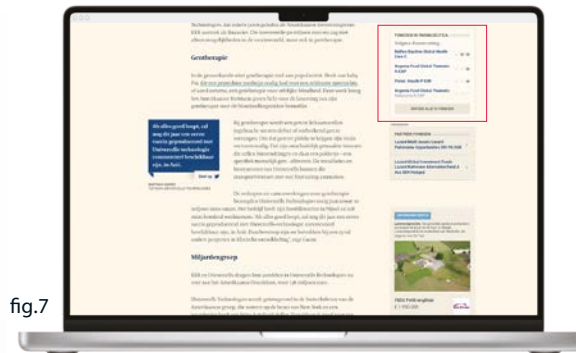


fig.7

If you are looking to promote new or flagship Funds, the **Funds Partner Premium solution** (fig.8) offers:

- Premium promotion of flagship funds on top of the 'partner funds', highlighted with your logo
- Targeted bannering on top of more than 200.000 investment portfolios on De Tijd | L'Echo
- Additional branding and integration in the weekly Funds newsletter, send to more than 72.000 subscribers

The new online fund "showcase" page with your logo

Visitors of tijd.be | lecho.be are connected with a single click to your partner funds and their net asset value. (fig.9)

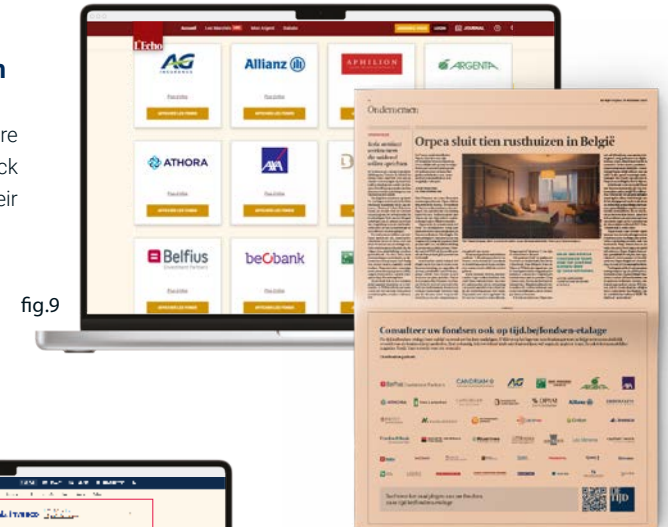


fig.9



fig.8

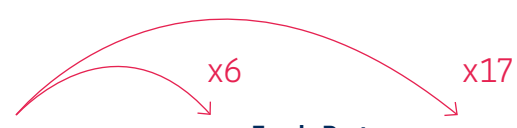
Funds – Partnership

Commercial offer

Trustmedia offers two levels of partnerships: the “Funds Partner” formula and the “Funds Partner Premium” solution. Respectively, they result in **6 and 17 times more views**, compared to regular funds. Together, they generate over **6.2 million pageviews for individual fund detail pages**.

Rates 2024 (excl.VAT)*

	Open	Funds Partner € 135	Funds Partner Premium € 296
• Search via name/ISIN-code	✓	✓	✓
• Algorithm results	✓	✓	✓
• Logo highlight on Results & detail page		✓	✓
• Partner box		✓	✓
• Google indexation		✓	✓
• Narrative layer on Results page & Detail page		✓	✓
Listing in newspaper (print+digital)		✓	✓
Listing in monthly Funds magazine		✓	✓
Available for selection in portfolios		✓	✓
Included in Data Connect		✓	✓
Online Funds showcase page		✓	✓
Data Connect Premium:			✓
• Branded partner funds on articles			✓
• Branded partner funds on stockpages			✓
• Targeting banners on portfolios			✓
• Targeting banners in Funds newsletter			✓
	National	L'Echo	De Tijd
Logo in 'Fonds', newspaper and fund showcase + contact info	€ 9,373	€ 4,286	€ 5,087



*Net rates after deduction of any partner fee.

Specific Conditions

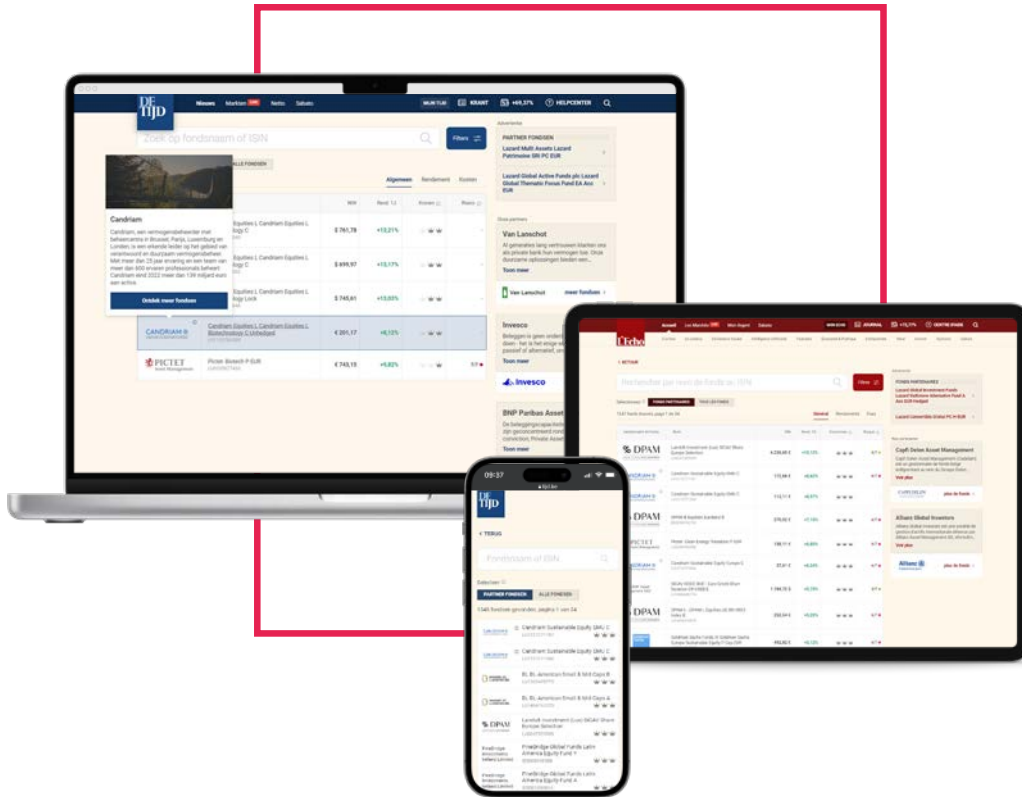
Conditions

- Agreements for Fundmaster are concluded for a period of one (1) year (with monthly billing). After one (1) year, the Agreement is tacitly renewed for an indefinite period of time (subject to any price revisions in accordance with the General Terms and Conditions). The Advertiser may terminate the Agreement after one (1) year subject to three (3) months' notice (provided that the minimum one (1) year period has elapsed). Logo Agreements can be terminated only once (1) a year subject to three (3) months' notice to end on the anniversary of the Agreement.
- Trustmedia will invoice the fees for Fundmaster to the Advertiser on a monthly basis:
 - a. if the placement occurs before the sixteenth (16th) of the month, the monthly fees will be invoiced within the current calendar month; and
 - b. if the placement occurs on or after the sixteenth (16th) of the month, the monthly fees will be invoiced in the month following the current calendar month.

- c. The fee for the logo will be invoiced by Trustmedia to the Advertiser annually, and for the first time at the start of the Agreement (this for an upcoming period of twelve (12) months).
- If the Agreement is terminated before the sixteenth (16th) of the month, the current month shall count as the first (1st) month of the notice period. If the Agreement is terminated after the sixteenth (16th) of the month, the following month shall be considered the first (1st) month of the notice period.

Technical specifications

- The appearance of the funds lines will be tacitly renewed on a monthly basis.
- Annulation of the publication can be done with a 3 months notice.
- The logo publication can be cancelled with a 3 month notice prior to the tacitly renewal of the contract.



Get in contact

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