



Navigating Uncertain Regulatory Waters

Asset Management Group



ASSET MANAGERS FACE UNPRECEDENTED LEVELS OF REGULATORY SCRUTINY

“This legislation will transform the terrain upon which much of the regulation of our country’s businesses and markets takes place.”

– Mary L. Schapiro, Chairman of the SEC, on the Dodd-Frank Act

The global financial services business is experiencing unprecedented legislative and regulatory change, leading to heightened regulatory scrutiny of asset managers that will only be amplified by full implementation of the Dodd-Frank Act.

New regulatory expectations are still emerging, requiring asset managers to reassess existing governance, compliance, and risk management programs. In these uncertain times, choosing the wrong course can frustrate your business objectives and increase costs.

These challenges require a trusted adviser who understands the business and regulatory landscape. You need a partner who:

- *Understands every aspect of your business*
- *Knows the changing rules of the game – both unwritten and written*
- *Helps you achieve your business goals while meeting regulatory expectations and minimizing risks*

Promontory can help you chart the right course.

WHY PROMONTORY

Promontory provides the world's leading financial institutions with high quality, thorough, and objective advice on regulatory matters, strategic plans, governance, risk management, and compliance. We deliver seasoned judgment to clients using small, interdisciplinary teams combining:

- *Senior regulatory experience*
- *Deep subject matter expertise*
- *Practical industry experience in delivering effective and efficient solutions*

We tailor our teams to provide you the expertise you need for the assignment, whether you are an independent asset manager, affiliated with a broker-dealer, or a bank with asset management operations.

If you need to enhance your compliance program, conduct a trading practices review, improve your securities lending oversight, or address any other issue of concern...

*...we deliver practical solutions,
not PowerPoint presentations.*

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ASSET MANAGEMENT GROUP SERVICES

STRATEGIC ADVICE

- *Navigating the new legislative and regulatory environment, including the business impact of the new Dodd-Frank Act*
- *Preparing for and completing successful deals, including due diligence, gaining regulatory approval, and integrating operations*

GOVERNANCE, RISK MANAGEMENT, AND COMPLIANCE

- *Enhancing Board and senior management governance and oversight*
- *Developing risk management and compliance programs, while improving efficiency and effectiveness*
- *Improving internal audit assessments of governance, risk, and compliance issues*
- *Integrating asset management issues into enterprise risk management frameworks, particularly for enterprises that combine asset management, banking, and other financial services*
- *Anticipating and addressing regulatory barriers to achieving strategic objectives*

REGULATORY GUIDANCE

- *Anticipating and responding to regulatory examinations, inquiries, and investigations*
- *Providing litigation and expert witness support*
- *Conducting independent reviews*
- *Satisfying the requirements of multiple regulators overseeing the same enterprise*

ABOUT PROMONTORY

Promontory is a leading strategy, risk management, and regulatory compliance consulting firm for the global financial services industry and is led by our Founder and Chief Executive Officer, Eugene A. Ludwig, former U.S. Comptroller of the Currency. Our professionals have held senior positions at the SEC, NASD (predecessor of FINRA), and all major U.S. banking regulators.

Professionals in our Asset Management Group have deep and varied expertise gained through experience as leaders of major regulatory bodies and asset managers. We assist our clients in enhancing governance, risk management, compliance programs, and strategic plans, while simultaneously addressing the regulatory concerns or challenges they face.



▼ Promontory Office Location

■ Promontory Client Country

FOR MORE INFORMATION, PLEASE CONTACT:

DAVID J. THELANDER

415.291.2675

dthelander@promontory.com

PIERRE DE SAINT PHALLE

212.365.6974

pdesaint@promontory.com

KATHLEEN M. HAMM

202.384.1022

khamm@promontory.com



www.promontory.com

WASHINGTON, DC | NEW YORK | SAN FRANCISCO | ATLANTA | DUBAI
LONDON | MILAN | PARIS | SINGAPORE | SYDNEY | TOKYO | TORONTO