

One **MOVE** ahead.

**EXCEED**  
INVESTMENTS

# Viability Study: Supplement

Winter 2013



## Background Information

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- In Q1 2013, Exceed Investments commissioned a study by WealthManagement.com, a Penton Media company, to measure advisor interest in distributing ETS
- The findings from that study were published by WealthManagement.com in a report titled “**Viability Study: Exchange Traded Structured Products. Exchange Traded Strategies, Winter 2013**”. The report is available at [www.exceedinvestments.com](http://www.exceedinvestments.com)
- Exceed Investments performed a series of additional analyses on the raw data gathered by WealthManagement.com. The findings from those additional analyses are found in this report, “**Viability Study: Supplement, Winter 2013**”

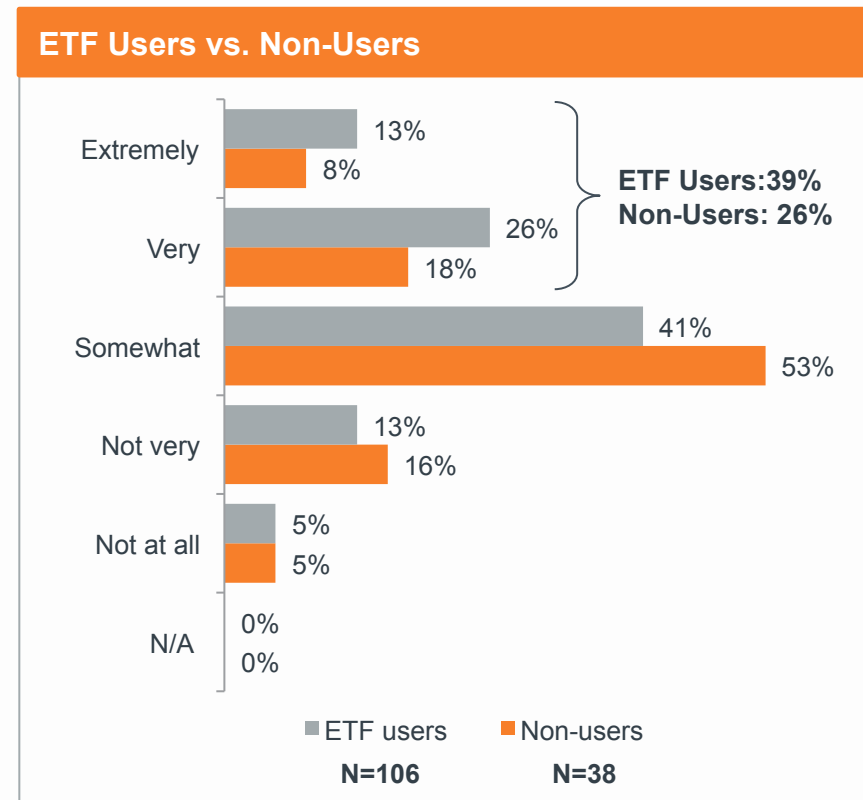
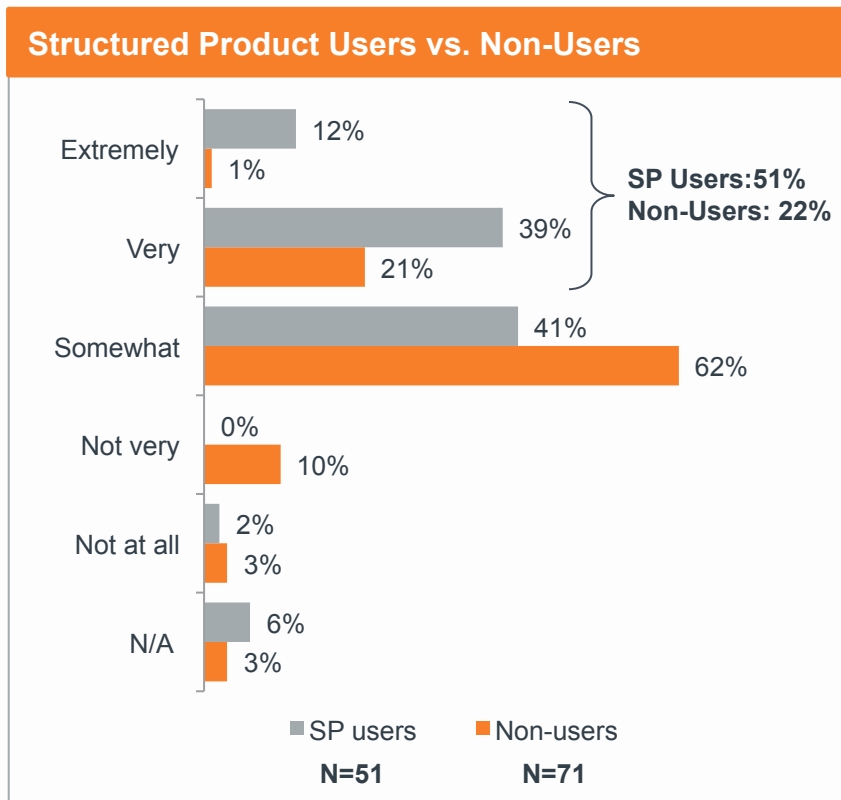
## Executive Summary

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- WealthManagement.com found that 28% of all surveyed advisors exhibited strong interest ( “Very Interested” or “Extremely Interested”) in distributing ETS (Those advisors termed “Interested Advisors” in this report)
- Further analysis by Exceed reveals that advisor usage of select other investment products are good indicators of interest in ETS
  - 51% of active Structured Product sellers were Interested Advisors
  - 39% of active ETF sellers were Interested Advisors
  - 62% of advisors who actively sell both Structured Products AND ETFs were Interested Advisors
- Interested Advisors were generally more interested in distributing ETS than Structured Products or ETFs
  - When ETS was compared with Structured Products, 39% of Interested Advisors were “Much more interested” in distributing ETS and 45% were “Somewhat more interested” (84% total)
  - When ETS was compared with ETFs, 17% of Interested Advisors were “Much more interested” and 54% were “Somewhat more interested” (71% total)

# Usage of Structured Products and ETFs are Good Indicators of Interest in ETS

*From the limited information presented to you, what is your overall interest in selling?*

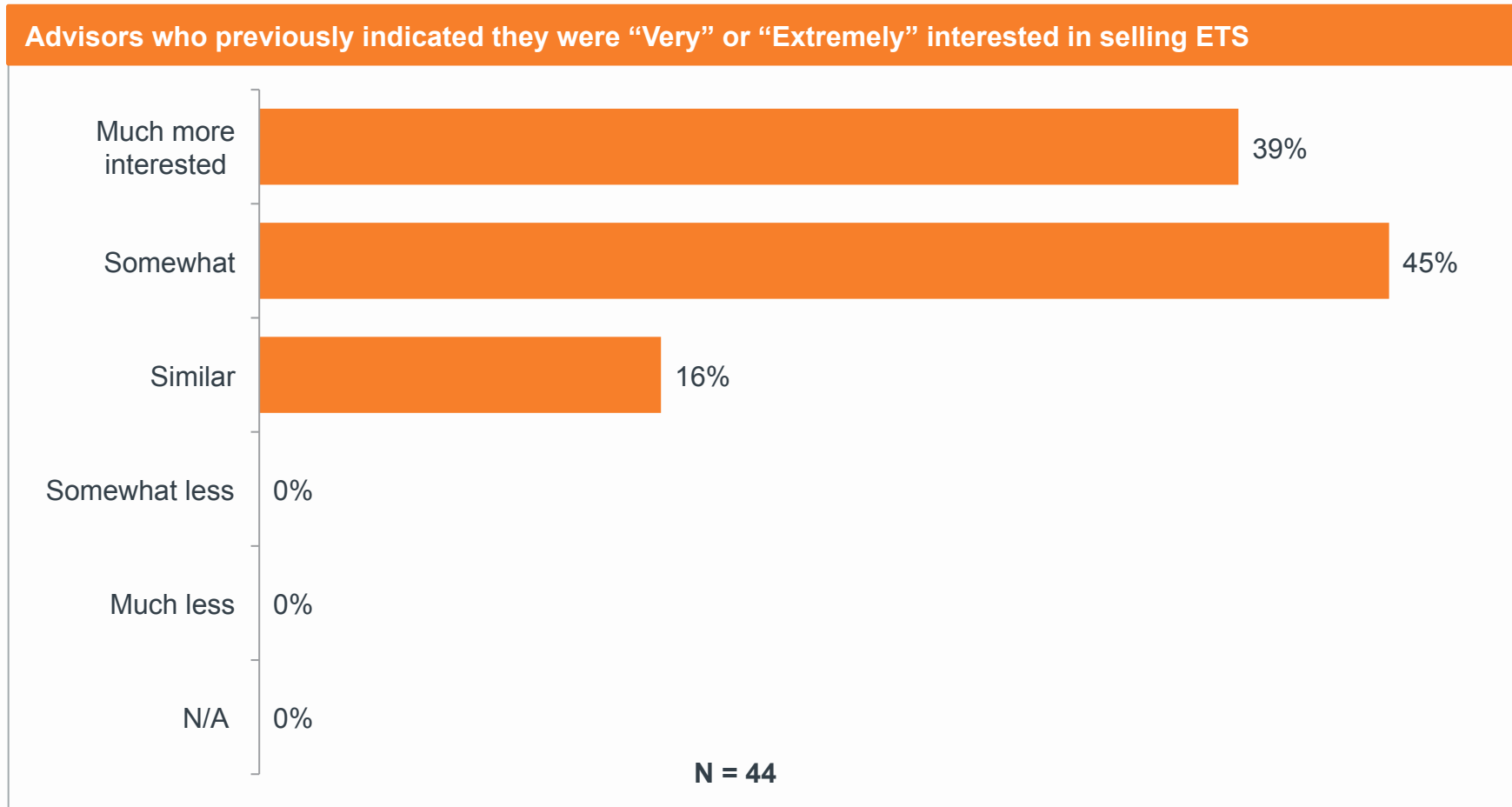


**Advisors who sell both structured products AND ETFs (17% of population) were overwhelmingly interested in ETS (62% “Extremely” or “Very” interested)**

Note: “SP Users” are advisors who answered they sold an SP to more than 5% of their client base over the last 24 months (40% of advisors); “ETF Users” are advisors who answered they sold an ETF to more than 15% of their client base over the last 24 months (54% of advisors)

# Interested Advisors Express Strong Preference for ETS Over Structured Products

*From the limited information presented to you, what is your overall interest in selling relative to the current Structured Products available to you today?*



# Interested Advisors Express Preference for ETS Over ETFs

*From the limited information presented to you, what is your overall interest in selling relative to the current ETFs available to you today?*

