

SMARTKARMA INTEGRATES WITH NYFIX PORTAL, FACILITATING SEAMLESS ACCESS FOR NYFIX CLIENTS

Smartkarma is an innovative new model bringing greater independence and transparency to the research market by harnessing the expertise of independent research providers

ACCESS THE NYFIX PORTAL AND A WEALTH OF SERVICES

- Connect to ULLINK’s **innovation ecosystem**, NYFIX Portal, dedicated innovative services designed for the NYFIX Community
- Benefit from an exclusive access to **buy-side value-added** services developed by ULLINK and other solution providers
- **Extend the NYFIX experience** with a continuously enriched store with new apps



UNLOCK THE VALUE OF INDEPENDENT INSIGHT

- Smartkarma is **Asia’s largest provider** of independent investment insight
- Smartkarma brings together a **highly curated community** of independent analysts, independent research houses and boutiques, data scientists and academics
- Smartkarma focuses on **verticals under covered by traditional research providers** e.g. event driven, IPOs/ Placements, and small/mid cap equities



SIMPLIFIED SOLUTION IN AN UNBUNDLED WORLD

- Smartkarma **meets MIFIDII requirements** - platform independence insures no questions of inducement or cross subsidization
- **Lowers administrative burdens** of dealing with multiple counterparties.
- **Robust compliance protocols** and consumption analytics on usage to meet reporting requirements



SMARTKARMA'S COVERAGE

- **Differentiated coverage** with a focus on areas under covered by the Street
- **Unencumbered views on stocks and markets**, evidenced by our 60/40 bullish to bearish ratio
- **Insight across developed, developing and frontier Asian markets**
- **54% of equity bottom up coverage** in small/mid cap equities

KEY FEATURES



ABOUT SMARTKARMA

Smartkarma unlocks the value of independent insight, providing investors with high-quality, unique, expert opinion on timely themes and topics across companies, industries and markets in Asia. Insight can be customized to individual investor needs and updated in real time as investment strategies change, helping investors consolidate relevant information and stay abreast of evolving, complex financial issues. In addition to large cap bottom up, coverage also includes frontier markets, small and mid-caps and in-depth event driven IPO analysis, helping Smartkarma's global client base generate new trade ideas.

ABOUT ULLINK

ULLINK is a global provider of market leading multi-asset trading technology and infrastructure for buy-side and sell-side market participants, including NYFIX, one of the industry's largest FIX based trading communities. Trusted by over 150 of the world's top-tier banks and brokers, the company provides consistent, reliable access to the most current and innovative trading solutions available. Our multi-asset solutions allow you to connect to your desired markets, trade when and where you want, while being able to comply with global regulation. From our 10 offices covering all the major global financial centers, our team will advise on the best approach to address your challenges and deploy our technology.

GET IN TOUCH

ULLINK
Email: connect@ullink.com
Website: www.ullink.com

SMARTKARMA
Website: www.smartkarma.com