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Video Script Sample
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VoiceOver Script Copy Sample: Fundpoint compliance software by Broadridge

(visuals in parentheses)

1. (Compliance Officer working at desk, nods when this is mentioned)

"When it comes to managing disclosure data, you can't afford a compromise between cost and efficiency."

2. ("lines" of data start criss-crossing the screen making the compliance officer start jumping out of the way.)

"Especially when a third of all noncompliant trades are due to poor data quality."

3. (Compliance officer is having a hard time keeping out of the way with all the lines of data coming into the office now from all angles.)

"You could acquire the information from fund companies, or take the risk of cobbling together your own data. Either way, the results are at best, a mess or could potentially be...noncompliant."

4. (Lines of data have left the compliance officer crouched in a corner, he feels all hope is lost)

"It's crucial to implement a process for accessing and centrally maintaining quality reference data, but how do you reduce risk, empower your advisors to sell more funds, and improve your back-office operations?"

5. (FADE OUT scene with compliance officer, FundPOINT & Broadridge logo fill screen.)

"With FundPOINT you can rest assured that the most up-to-date mutual fund disclosure and compliance data is just a click away."

6. (Cut to animated example showing filing process)

" FundPOINT extracts, analyzes and organizes daily information from the SEC's EDGAR system. Utilizing FundPOINT's comprehensive data extraction and quality control processes, you can manage data at the share class level into fund-specific "compliance envelopes".

7. (animation of filing process)

"By linking key compliance info to the source document filed on EDGAR, you can ensure that your sales team's information will be the same quality data as what is used for your back-end operations, thanks to FundPOINT's Audit Anchors."

8. (animation of filing process)

" Worried about your advisors thumbing through stacks of paper to find the latest information? FundPOINT "points" them to the exact data required in the source document on the EDGAR system – instantaneously. Advisors can view, print or email summaries and other related investor disclosure documents too. Best of all, FundPOINT creates an audit trail to keep supervisors and compliance officers certain that transactions are "best-practice" across your enterprise."

9. (Cut back to compliance officer looking at the lines of data now a straight a series of straight lines across the screen with the Broadridge/FundPOINT name in the middle. He jumps up in the air and lands on top of the Broadridge logo with his hands behind his head and the "lines of data" become a hammock underneath him.)

"Broadridge FundPOINT. It's data done right."

10. (Contact Info on Screen)

"To get more information or schedule a complimentary webinar, call us, or visit us online at fundpoint.com."