THE PRODUCT DEVELOPMENT PROCESS



Standard Process for Retail Product Related Initiatives in Europe

Launch / Change **OPERATIONAL** LEGAL LAUNCH SUPERVISION **CONCEPT DESIGN** READINESS READINESS Ongoing review of Creating a live product Ensuring a robust and Use of various internal Development of Performing the relevant design, performance, investment strategy and internal governance and efficient setup internally that is operationally & external inputs to business case, and robust and accessible product features to and across service source product ideas quality assurance value-for-money match client needs and processes and obtaining **Providers** and transparent to and innovations clients regulatory approvals target market • Performance / index Positioning • Portfolio Management Focus on client needs tracking* • Final checks and Market and Risk profiling setup and analysis* Cost and charges Index / strategy • Product documentation • Custody and Fund testing competitor Operational processes Stakeholder education Considerations* drafting Administration analysis Legal documents Marketing Product feature • Reporting requirements implementation • Strategic product • Range development • Internal approvals • Authorized Participant dissemination (inc. determination range • Client needs and website / digital (phase 2) / Brokers assignment* analysis (including target market analytics • Country registrations channels) Initial demand market identification) • Client and public • Listings (if applicable) assessment Cost analysis and communication value-for-money pricing assessment • Business plan Internal approvals (phase 1)

As investors on behalf of our clients, it is our role to find these investment solutions. Our goal is to ensure the best possible foundation for our clients' financial future.

We believe that financial fulfillment is an integral part of life. We strive to offer our customers value-for-money products that fit their financial goals, and that are easily understood.

We work hard, seeking to ensure Xtrackers products achieve their defined investment objective in the best interest of investors. We adhere to regulatory requirements and market standards while thinking out of the box to create innovative and efficient solutions. We believe that product cost and charges must be transparently disclosed and aligned with the targeted investment results.



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