



2020/21





#### MISSION STATEMENT

We are committed to develop and maintain, though effective strategic alliances and allegiances with key suppliers and specialist service providers, interactive web based solutions to our corporate clients, enabling them to add value to their customer offerings, operate more efficiently and compete more effectively. We will provide such solutions in a timely and profitable manner allowing us to develop long term business relationships with customers and suppliers."

The core values within the organisation are based on:

An understanding that long-term profitability is based on establishing mutually beneficial business relationships which may need to be built at the expense of short-term profits

An over-riding respect for the dignity and importance of all members of staff and their contribution towards the achievement of the company's objectives

A commitment to develop results oriented physical and virtual teams able to build and sustain long term business relationships.



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sophisticated investments eB-IMS is a management system developed eBusiness Systems and offered to clients on a Software-as-a-Service basis since 2012. It provides web-based access to a range of investment portfolio building, tracking, analysis and management tools. With diverse levels of controlled user access through the Internet, different user groups have different powers and authorities. All communications is made through Internet using standard browsers. Different powers will be granted to the different user groups who will have both username and password access and 2-factor authentication.

eB-IMS is based on a full-tracking data system. Like any robust accounting or banking system, once entered into the system, data cannot be deleted. The system includes full audit trails and traceability of data input and transactions to individual users and is customisable to allow for full integration with

client's operating systems and procedures. eB-IMS has been developed over a number of years using the agile methodology ensuring that all development has been tested within different controlled and live environments. Clients are able to take the system as a ready package while also being able to add own customisations to,

Reports, virtual representations and system core. The entire platform is web based and managed by eBusiness Systems. Cluster servers and cloud computing are used as the hosting and back-up environment for the system. This allows for rapid increase in resources to deal with peak demands. These demands may well be high volume access at certain times of the year either due to planned events, such as launching of updated portfolios, or due to market developments which call for immediate reference to the system.



"The effectiveness of eB-IMS is that it is able to provide the level of detail and analysis to the different type of users in a timely and useful manner. Management dashboards provide fast quick alerts to any threats or opportunities."

"We depend on eB-IMS for our daily communications with customers giving them 24 x 7 secure access to our updates and providing a higher degree of transparency in our operations."

"The eB-IMS has given us the chance to provide our discerning clients with critical communications in a more structured and controlled manner."



Access & control	
Web-based solution with option for LAN set-up	Enables clients to use hosted solution or to host platform on their own servers.
Controlled Client user and customer access	Ensures different user groups within the client organisation and customers have different powers and rights.
Standard use of two factor authentication	Access control is regulated through username and password as well as authentication via sms or email.
Metadata logs and tracking of system usage	eB-IMS provides clients with details on who is doing what on the system and when
Audit trails and data entry checks	Provides audit trails on transactions and includes automatic checks to ensure accurate data entry
Secure connection (SSL certificate)	Standard system security by hosting of servers within certified secure domains

Operations & Reliability						
Transaction management tools	eB-IMS Provides clients with tools to deal with the smallest details of each transaction					
Management information system	Provides clients with the right information in the right format to understand and manage client portfolios effectively					
Software-as-a-Service Support	eB-IMS is offered as a comprehensive 24 x 7 web-based service with different levels of support available					
Stakeholder training & support	On-line person-to-person training available to client staff and customers via video conferencing					
Implementation services	Support is available to clients to deal with problems in uploading data or tracking incomplete data.					
Customised system development	On-going focus to customise system to client's on-going business practices and processes					



System Centric & customer Focus						
Secure Customer Communications System	eB-IMS provides a secure communications platform and related document management system					
System Correlation of Customer Parameters	eB-IMS cross checks customer-set priorities and constraints to investing options prior to accepting investment transactions					
Extensive system reporting	Provides clients with options to provide customers access to extensive reporting tools to monitor performance in detail					
Interactive charting tools	eB-IMS provides interactive charting tools which provide clients and customers with quick access to critical performance data					
Customer Relationship Management tools	eB-IMS provides a range of CRM tools to ensure that individual particular customer requirements are tracked and monitored					
Systems integration consulting & support	Consultancy and support services in business operations (physical/virtual) integration for improved customer service					





## **Key Features**

- · Full view for clients and funds investments monitoring, allowing access at anytime
- Efficient management of different portfolio types and multiple structure views
- Multi-asset class support, including traditional and alternative investment types
- Real-time transaction processing and evaluations
- · Strong back-office functionality for reconciliation, cash flows and fees management
- Multi-dimensional performance reporting and analysis metrics
- Extensive reporting capabilities for any type of portfolio and user role
- On-demand or scheduled reports production and built-in report generator tool for unlimited reporting views
- 24/7 access to portfolio investments through integrated web and mobile modules
- Multi-currency and multi-asset class support
- NAV calculation and fund administration tools for in-house managed funds
- · Risk management tools including risk exposure analysis, VaR calculation,
- · Customised fund Client valuation sheet reports with graphical and charting options
- Extensive reporting capabilities covering multi-dimensional reporting needs for different users

### **Benefits**

- Adjustability to different business requirements
- Time-saving and fast decision making tools
- Cost and operational efficiency
- Automation utilising several ready connectors
- Quick adaptation to regulatory changes
- · Flexibility with different deployment

#### options

- Scalability to accommodate future requirements
- Cost efficiency and improved productivity
- Client service excellence and differentiation
- Improved operational performance through streamlined processes





Managing the financial assets of clients is a great responsibility. In today's fast moving markets and complex investment vehicles, it is an on-going challenge to get investment results that meet exceed customer expectations. Investment success cannot be attributed to any one single factor. It is usually a sublime combination of personal skills and expertise, networks and systems. Successful management of client funds calls for a focus and commitment to interpret market signals and information so as to optimise the risk/reward challenge.

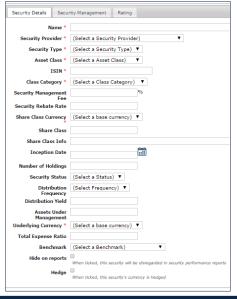
This calls for a deep level of expertise, broad experience, strong knowledge of the markets, proven business relationships with top-performing service providers and a reliable IT infrastructure to support all operations.

Working with top investment professionals over the past five years, eBusiness Systems has captured some of the best international system and operational practices and developed a powerful investments management solution that is capable of adding tremendous value to the investment services being provided. eB-IMS is an investments management system that is provided to help service providers focus more on client requirements for improved reliability, accountability and transparency in all financial services operations.

The focus throughout has been to incorporate sound principles of corporate governance and provide data and analysis that provide customers with up-to-date account of all investment movements being done on their behalf by their financial advisors.



The dashboard above shows per portfolio current value of the portfolio, risk tolerance of the portfolio, current exposure and investments types, historical position and growth of the portfolio

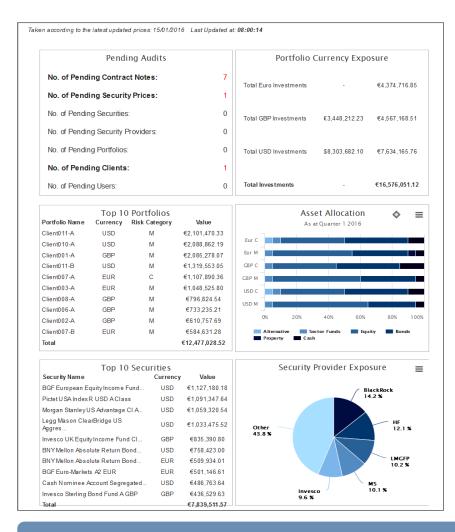


The input screen shows the different settings and options when creating a security, depending on the security type different fields will lock to ensure that only relevant content in inputted.





Clearlylaidoutdashboardspresentthekeydataprovidingmanagementwithaquickunderstandingof the current situation, at a corporate, client or portfolio basis. Easy benchmarking and charting allows for quick comparatives. These tools allow for a quick identification of exposure and risk and are critical to understanding the performance of the organisation, its clients or the individual client portfolios.



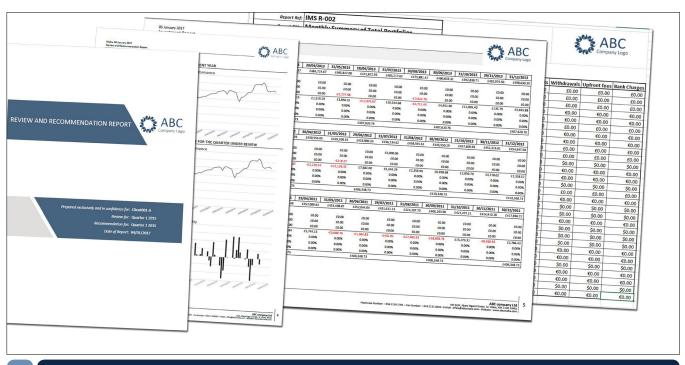
The dashboard above is giving each of the company users a detailed dashboard and overview of the current position of all investments. this allows quick action by the team in relation to investment throughout the company.



The report section is aimed at the collection and dissemination of critical data, the reports section collects data from the entire system. As previously stated the system is designed with ease of use in mind, to that end reports can be accessed in the client control, fund control and operation section. The report section brings all the reports into one area. Each report has a unique ID which allows all stake holders to be absolutely clear which report is being discussed. To access the Reports area, use the main navigation and click on the

Management Fee Computation
Daily Security
User Permissions
User Role
User Clients
Un-actioned Messages
Tech Support Messages
Login Details
Communication Viewing Right
Communication View Log
System Configuration
System Usage
Investments Risk Review
Client Details

Client Portfolio Valuation
Monthly Summary of Total Portfolios
Review and Recommendations
Daily Client Valuations
Summary Sheet of Asset Allocation
Summary Performance Fees
Grouped Security Exposure
Individual Security Exposure
Monthly Security Performance
Daily Security Performance
Outstanding Units
Client Investments
Daily Security Prices
Securities Report





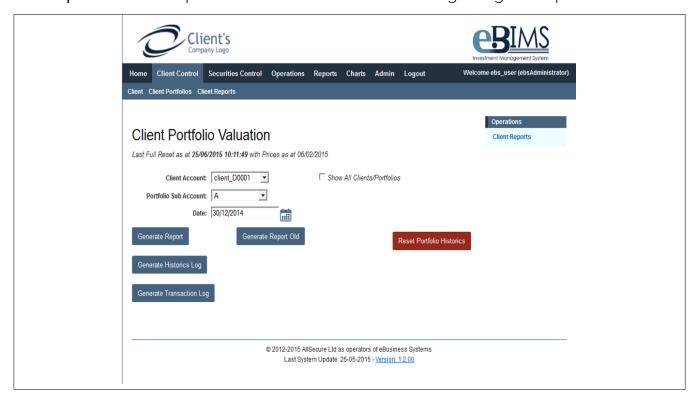
# Client Portfolio Valuation Report

Client Portfolio Valuation is a report that gives a detailed overview of a portfolio. This report is split into two sections which are the Portfolio Valuation and Portfolio Historics. This report has three input fields which are as follows; 'Client Account' where the client code is selected, 'Portfolio Sub Account' where the portfolio is selected and lastly the 'Date'. The portfolio valuation is taken as at the 'Date' and also this date is taken as the last 'Date'.

# Portfolio Valuation (1.1)

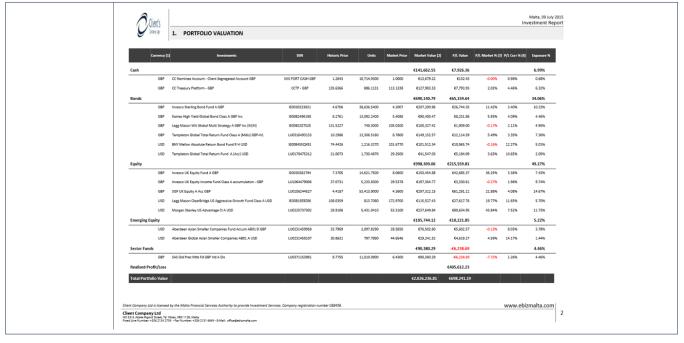
The columns shown are described as:

- Asset Class The type of investment
- Currency The currency of the investment
- Investments The Fund Name
- ISIN The ISIN identifier of the fund
- Historic Price The CCP
- Units The number of units held by the portfolio of the particular investment
- Market Price The market price of the investment as at report date
- Market Value This is worked out by multiplying the units by the market price.
- P/L Value The profit or loss the investment has made.
- %P/LMarket The percentage of the profit or loss to the actual amount invested excluding the currency performance.
- P/L Curr% Profit and Loss of the currency on the individual fund.
- %Exposure The exposure that the investment holds regarding to the portfolio



This screen shows the settings and options that users of the backend have issuing key reports such as the valuation report





First content page of the valuation report, this initial page focused on current portfolio value

The rows are sorted by Asset Class which creates an extra row for each new Asset Class, in this row it shows the following valuations:

- Market Value Total Valuation for all the Funds under the Asset Class.
- P/L Value Total Profit & Loss for all the Funds under the Asset Class.

The Statistical Overview Section Consists of six sections:

- Section A: Deposits & Withdrawals
- Section B: Portfolio Statistical Returns
- Section C: Top 10 Holdings
- Section D: Currency Exposure
- Section E: Asset Allocation
- Section F: Cumulative Performance

#### Section A: Deposits & Withdrawals

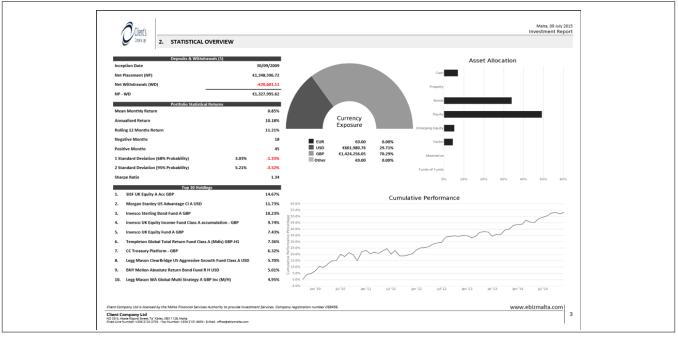
In Section A of Section 2 the following information is given:

- Inception Date The date of the first contract note of the portfolio.
- Net Placement (NP) Is the total amount of New Placements which took place.
- Net Withdrawals (WD) Is the total amount of Withdrawals done on the portfolio.
- NP-WD Is the deduction of the Net Withdrawals from the Net Placements

#### Section B: Portfolio Statistical Returns

In Section B the data focuses more on statistical information, the following information is given in this section:





Second content page of the valuation report, focused on statistical data and high level overview from initial portfolio inception.

- Mean Monthly Return The average the portfolio has made monthly for the whole duration of the said portfolio.
- Annualised Return The annualised Mean Monthly Return
- Rolling 12 Months Return The return of the past 12 months from today
- Negative Months Number of Negative Months in the duration of the portfolio
- Positive Months Number of Positive Months in the duration of the portfolio
- 1 Standard Deviation (68% Probability) Shows two sides of the coin, a positive and a negative percentage return that shows abnormality at 68%.
- 2 Standard Deviation (95% Probability) Shows two sides of the coin, a positive and a negative percentage return that shows abnormality at 95%.
- Sharpe Ratio The Sharpe Ratio is a rating that helps visualise the risk that the portfolio is exposed too.

#### Section C: Top 10 Holdings

In Section C The Top 10 Portfolios are shown.

#### Section D: Currency Exposure

Shows a Half Donut Visual Representation of the Currency that the portfolio is exposed too.

#### Section E: Asset Allocation

Shows a Bar Chart Representation of the Asset Allocation percentages that the portfolio is exposed too.

#### Section F: Cumulative Performance

Shows a Line Chart of the Cumulative Performance of the portfolio from inception date.



12 February 2020 Investment Report												3000	ABC
3. PERFORMA	NCE											300	Company Logo
Date	Year 2016	29/01/2016	29/02/2016	31/03/2016	29/04/2016	31/05/2016	30/06/2016	29/07/2016	31/08/2016	30/09/2016	31/10/2016	30/11/2016	30/12/2016
Portfolio Value		£1,921,149.05	£1,928,026.15	£1,937,124.98	£1,484,401.97	£1,491,541.97	£1,497,368.81	£1,443,433.86	£1,462,120.41	£1,460,088.15			
Cash Flows													
New Placement	s £0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00			
Withdrawa	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00			
Fee	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00			
Adjusted Profit/Loss		-£29,141.56	£6,877.10	£9,098.83	-£452,723.01	£7,140.00	£5,826.84	-£53,934.95	£18,686.55	-£2,032.26			
Monthly Gross Percentage	Performance	-1.49%	0.37%	0.48%	-24.37%	0.49%	0.41%	-2.61%	1.30%	-0.13%			
YTD Cumulative Percentag	ge Return	-1.49%	-1.11%	-0.64%	-25.00%	-24.52%	-24.11%	-26.72%	-25.42%	-25.55%			
<b>Cumulative Performance f</b>	rom Inception	63.39%	63.76%	64.24%	39.87%	40.36%	40.77%	38.15%	39.45%	39.32%			
High Water Mark				£1,179,778.97			£1,179,778.97			£1,179,778.97			£1,179,778.97
Date	Year 2015	30/01/2015	27/02/2015	31/03/2015	30/04/2015	29/05/2015	30/06/2015	31/07/2015	31/08/2015	30/09/2015	30/10/2015	30/11/2015	31/12/2015
Portfolio Value		£1,627,434.62	£1,652,511.07	£1,657,690.13	£1,659,089.04	£1,671,625.85	£1,610,452.71	£1,613,363.64	£1,581,826.26	£1,559,346.39	£1,926,148.57	£1,950,765.94	£1,950,290.61
Cash Flows													
New Placement	£11,186.38	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3,257.09	£7,929.29	£0.00
Withdrawa	-£634.44	£0.00	-£634.44	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Fee	s -£7,155.99	£0.00	£0.00	£0.00	£0.00	-£7,155.99	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Adjusted Profit/Loss		£37,870.30	£25,710.89	£5,179.07	£1,398.91	£19,692.80	-£61,173.14	£2,910.92	-£31,537.37	-£22,479.88	£363,545.09	£16,688.08	-£475.33
Monthly Gross Percentage Performance		2.38%	1.58%	0.33%	0.10%	1.20%	-3.71%	0.19%	-1.92%	-1.40%	22.76%	0.87%	3.65%
YTD Cumulative Percentage Return		2.38%	3.95%	4.28%	4.38%	5.58%	1.87%	2.06%	0.14%	-1.26%	21.49%	22.36%	26.01%
Cumulative Performance f	rom Inception	41.24%	42.81%	43.14%	43.24%	44.44%	40.73%	40.92%	39.00%	37.60%	60.36%	61.23%	64.87%
High Water Mark				£1,175,748.58			£1,168,592.59			£1,168,592.59			£1,179,778.97
Date	Year 2014	31/01/2014	28/02/2014	31/03/2014	30/04/2014	30/05/2014	30/06/2014	31/07/2014	29/08/2014	30/09/2014	31/10/2014	28/11/2014	31/12/2014
Portfolio Value		£1,231,936.73	£1,262,972.13	£1,545,791.53	£1,535,014.33	£1,560,647.64	£1,555,860.10	£1,553,636.77	£1,586,477.09	£1,573,187.32	£1,570,546.94	£1,602,933.44	£1,589,564.32
Cash Flows													
New Placement	£300,000.00	£0.00	£0.00	£300,000.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Withdrawa	-£4,487.64	£0.00	-£3,897.50	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	-£590.14	£0.00
Fee	£4,500.00	£0.00	£0.00	-£4,500.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
ree	•	-£14,769,42	£34,932.89	-£12,680.59	-£10,777.20	£25,633.31	-£4,787.53	-£2,223.34	£32,840.33	-£13,289.77	-£2,640.39	£32,976.64	-£13,369.12
							-0.30%	-0.13%	2.10%	-0.83%	-0.14%	2.08%	-0.81%
Adjusted Profit/Loss	Performance	-1.18%	2.81%	-1.01%	-0.69%	1.66%	-0.3076				-0.1476	2.00%	
Adjusted Profit/Loss Monthly Gross Percentage			2.81% 1.63%	-1.01% 0.62%	-0.69% -0.07%	1.66%	1.30%	1.16%	3.27%	2.43%	2.29%	4.37%	3.56%
Adjusted Profit/Loss Monthly Gross Percentage YTD Cumulative Percentage Cumulative Performance f	e Return	-1.18%											

Final content page of the valuation report, focused on a month by month snapshot of the portfolio and how each month / quarterly did in relation to benchmarks set

The 'Performance' shows a breakdown of each year that the portfolio has been active. Each year will be further broken down into months and a snapshot of the month is shown

For each year the total amounts

New Placements for the year

Withdrawals for the year

Fees for the year

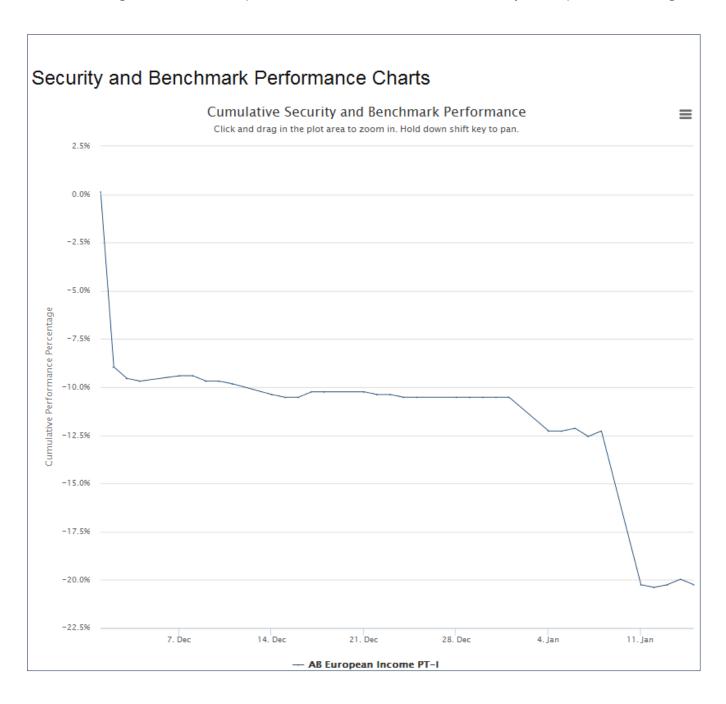
Each Monthly breakdown will then show:

- Portfolio Valuation as at end of month.
- New Placements that took place during the month.
- Fees that took place during the month
- Adjusted Profit/Loss made at the end of the month
- Monthly Gross Percentage Performance
- YTD Cumulative Percentage Return
- · Cumulative Performance from Inception
- High Watermark



Within the charts section system, users can issue on-screen reports filtering data to allow for quick graphical representation of key system data.

The following are some examples of charts which can conveniently be exported as images.





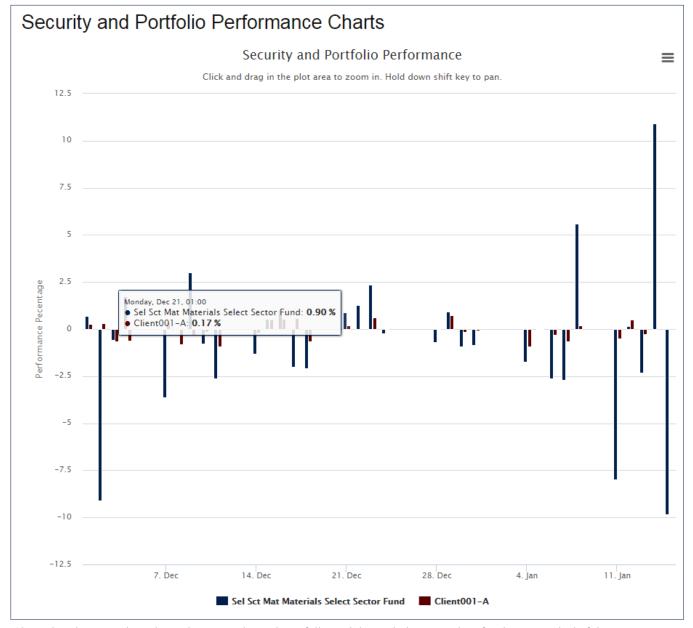


Chart showing security selected over a selected portfolio and the variations per date for the set period of time

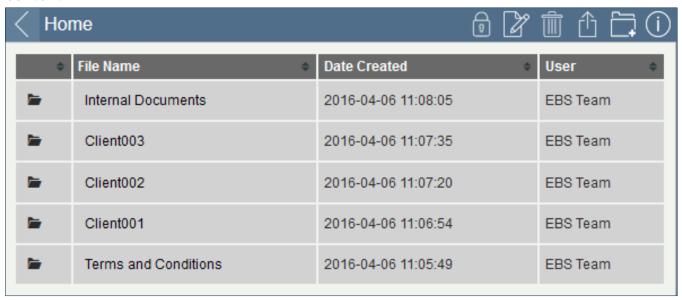
### Data Lock Off

Data Lock off involves applying edit and create restrictions on Contract Notes and Security Prices before a set date. This ensures that once data has been reconciled, it is not open to further modifications. Only user roles assigned the permission can Modify/Lock Data. Locked data which has been modified, then needs to be audited by a second user with the relevant Modify/Lock Data permission.

Lock dates can be added manually or through a schedule which can be set up to lock data weekly on a specific day, biweekly on Mondays, monthly on a specific day of the month or even yearly on 1st January.



The communications section allows users and clients to upload in a secure and controlled environment: PDF, Excel, Word and PowerPoint files. All files being uploaded and downloaded are logged and strict viewing rights ensure only intended recipients are able to view content.



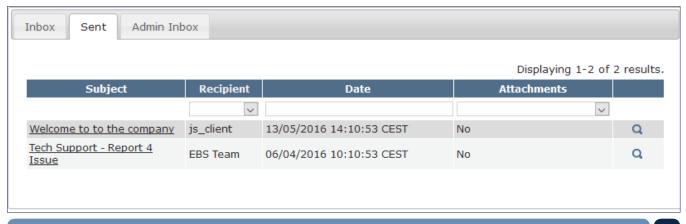
Sample of the folders set within the communications page, these folders are added by the clients and and be altered as needed.

Documents Management is a section of the system which provides clients and users with the facility to share and communicate information based upon client portfolios.

The easy-to-use tool allows two-way communication between the Users and clients while allowing managers to monitor and assist when needed.

Clients are presented a simple easy-to-use based on an informative Dashboard, My Portfolios, Reports & Charts, Messaging, and Communications.

The main client tools are the messaging and communication tools, both of which make use of automated emailing notifications. In this way, once a file is uploaded, all recipients are notified of the upload without there being any transfer of the confidential content.







This allows users and managers to have email styled discussions in the safety and isolation of the IMS platform, ensuring that all data is monitored, managed and catalogued in relation to each client portfolio. With such a tool different team members can communicate on one platform to a client, while still ensuring that all parties are aware of the current discussion.

Admin view fo the messages within the system, similar to an email

## Key features of the Messages Areas

**Recipients** - can add one or more clients to receive this message, the message itself will not be sent to the client but a warning email will be sent to advise to login and see secure message.

**Subject** - A clear subject can be added this will ensure the message is clear, this subject is also added to the email warning ensuring clients are clear about the request.

**Message area** - allows the sender to add text as an email would allow.

Attachments - Messages can also carry multiple attachments. For the time being the file type is limited to PDF but no file size limit is set. Attachments are stored permanently on the server and keep their



Creation of a message via the system, similar to an email

association to the original message. When a message is being forwarded, the user is given the option to forward the attachments as well. In addition the text being forwarded will include a list of attachments attached to the original message.

**Scrub** - Administrators may also deem necessary to delete message contents containing sensitive data while still keeping track of the message which has been sent. This process is known as scrubbing and can be done in one of two ways.

**Auto-Scrub** - When a message is being sent it can be marked to auto-scrub. This will delete the message after a set number of days. Recipients of messages which are due to be scrubbed receive an email notification 24 hours in advance.

**Manual Scrub** - When a message is received, it can be scrubbed by clicking the Scrub Contents button. This will scrub the message at midnight. When a message is marked for scrubbing, the recipients receive a notification by email.

"The will to win, the desire to succeed, the urge to reach your full potential, these are the keys that will unlock the door to personal excellence."

Confucius

## Web Based Solutions to:



eLearning



**Business Management** 



Investments Management



