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Fund factsheets get tech makeover

Cofunds, the leading platform for financial services, is working in conjunction with BrightTALK and Funds Library to roll-out factsheets with embedded fund manager videos within the Cofunds Research Centre.

The initiative has been developed in response to adviser demand to see the latest fund manager updates and opinions on trends for the funds they manage, and will enhance the existing static fund factsheet information available through the platform.

The platform has made videos available across multiple sectors for eight fund groups - Allianz, Baillie Gifford, BNY Mellon, JP Morgan, Jupiter, M&G, OMGI and Standard Life Investments - and anticipates many more will come online by the end of the year.

Cofunds Head of Marketing Stephen Wynne-Jones said: "In a recent survey of our clients, 31% told us they'd like to access fund manager updates digitally *. We've therefore been looking at how we can deliver content to our many users in a more interesting and engaging way across different interactive channels, alongside more traditional methods such as paper. The video factsheets are the first in a range of digital enhancements we'll be rolling out over the coming months."

* Cofunds research Q1 2013 - 449 users were asked 'How would you like to receive updates from Fund Managers?'

- Ends -

For further information please call:

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Notes to Editors:

[About Cofunds](#)



Cofunds is the leading investment platform for advisers and other financial institutions, with assets under administration of £53.7bn*. It provides flexible administration and management services for advisers and their clients as well as dealing and custody services for financial institutions. It does not offer investment management or advice, nor does it compete with advisers by offering its services direct to the end client. Cofunds exists to serve the needs of institutions, advisers, their clients, and fund managers. Cofunds is wholly owned by Legal & General and authorised and regulated by the Financial Conduct Authority.

*Source: Fundscape (as at 30/06/13)