



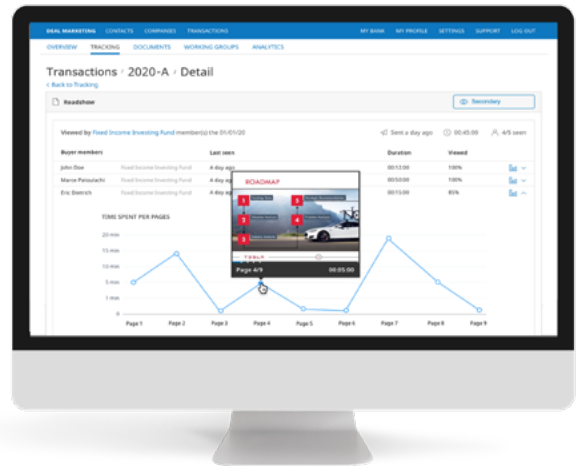
# Deal Marketing for Banking and Securities

Use Intralinks Deal marketing to organize, accelerate and track distribution of debt securities offering materials and open a clear path to investors – fast.

Manually sending and tracking offering documents can be time-consuming and error-prone. Worse still, it is nearly impossible to gauge investor interest and gain insights to guide your strategy and tactics.

Use Intralinks' Deal Marketing platform to:

- Simplify deal document organization, distribution and storage
- Conduct a virtual roadshow\*
- Track activity and gauge investor engagement
- Transition seamlessly to due diligence



We've engineered and designed our new Deal Marketing platform to clear away the clutter and guide you quickly to your best investors and through your deal.

- Automated, high-touch distribution of deal documents – Reduces outreach and tracking workload while maintaining a high-touch outreach process
- Virtual roadshow gets investor presentation in front of investors immediately – Allow viewing of files within the platform, no download or access to VDR necessary\*
- Online, collaborative outreach tracking – Automated tracking when documents are sent, ability to store inbound documents, and detailed notes alongside outreach dates
- Track document views – Gain insight into how investors are consuming deal information
- Storage for inbound documents – Keep important documents such as signed NDAs alongside the rest of your outreach process
- Contact and company profiles – Keep track of investors and collaborators in prior transactions
- Digital Working Group list – Provides clarity on everyone involved in a transaction
- Mobile responsive – Check outreach progress on the go! Send NDAs, term sheets, offering memoranda, presale reports and other deal documents with confidence from your mobile device



\* Virtual roadshow is an add-on feature available in Q3 2020.

# Why Intralinks for Deal Marketing and Roadshow?



## Multi-disciplinary security approach

Intralinks solutions feature bank-grade security and multiple layers of protection at the data center, employee, product AND individual file/document levels. Rely on 2FA, SSO, DDoS protection and more.



## Fast, immediate deployment

Begin your outreach in no time – our solutions are available immediately with minimal-to-no IT involvement. When it's time for due diligence, Intralinks virtual data rooms (VDRs) are immediately deployable as well.



## Advanced file encryption

Each file is encrypted with a unique, 256-bit key (randomly generated with cryptographically secure random data generator) with AES algorithm.



## Financial and operational security

Intralinks is backed by parent company SS&C, a \$6B revenue company with a 30+ year history in fintech.



## Independently verified and industry certified

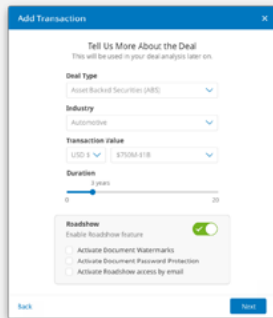
More than 450 independent, client-led security audits and penetration tests of our data centers have been conducted since 2014. Numerous certifications available to support regulatory and risk assessments.



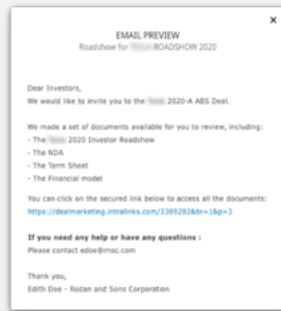
## Trusted partner and brand

Our 24+ year legacy as the pioneer in VDR technology means that we have long-lasting relationships with clients at all the major banks who trust our brand, service, and the security we consistently deliver.

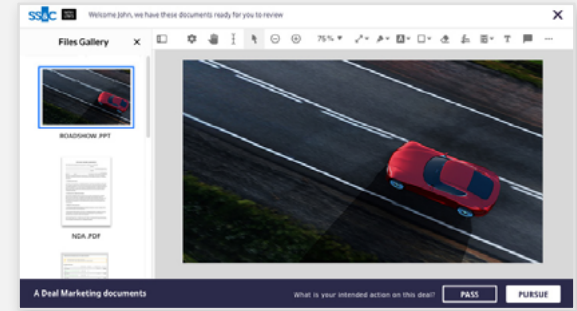
**1** Create a new deal to market



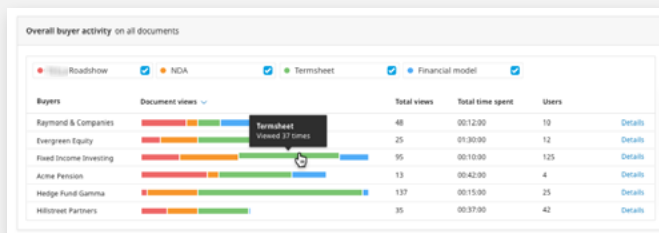
**2** Send the investor presentation and other materials in one go



**3** Allow recipients to view files immediately



**4** Track investor engagement, activity, and commitments ... then move on to due diligence



Buyer members	Last seen	Duration	Viewed
John Doe	Fixed Income Investing Fund	A day ago	00:12:00 100%
Marcel Patoulachi	Fixed Income Investing Fund	A day ago	00:50:00 100%
Eric Dietrich	Fixed Income Investing Fund	A day ago	00:15:00 85%

Find your best investors faster and accelerate your deal.  
Contact us for more information. [intralinks.com/contact/sales](https://intralinks.com/contact/sales)