

# WHAT SHOULD FUND MANAGERS CONSIDER WHEN CHOOSING AN ETF SERVICE PROVIDER?

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Technology is the most important. It really sets the foundation for delivering excellent service for ETFs and to support the growth of the ETF business. You want to make sure that the ETF service provider that you choose has an automated solution in place to deliver baskets and has an integrated solution that connects with all of the systems that support the ETF lifecycle: the order entry system, the custodial systems, the accounting systems.

It's important for the service provider to have a dedicated ETF roadmap and continue to make enhancements in order to grow the ETF business.

An ETF service provider can offer a turnkey solution which includes the accounting, the order processing, the custody, and the ETF basket services.

Additional services from the ETF service provider can include, through our Capital Markets Desk, foreign exchange, securities lending, as well as distribution of the ETF product.

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