



INTEGER WEALTH GLOBAL GROUP

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GLOBAL LICENCE MARKETING AND SALES PLAN

IWG Network Membership Licence — Global Market Entry Strategy
2026 — 2030

PREPARED BY

IWG — NML Marketing & Sales Strategy
Integer Wealth Global International S.A.

DOCUMENT DETAILS

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1. Executive Summary

Integer Wealth Global has developed one of Europe's most sophisticated financial structuring and investment vehicle governance processes and platforms for the specific capitalisation of client investment fund and other financial vehicles purposefully created for the funding of credible projects and qualifying clients.

The next strategic phase is the global sale of the IWG Network Membership Licences (NML), an institutional product that grants the exclusive right to operate under the IWG brand in a defined financial jurisdiction, supported by IWG's governance framework, capitalisation capability and global network infrastructure.

This document sets out a comprehensive, actionable marketing and sales plan for the global sale of IWG Network Membership Licences across all three tiers and all fifteen target jurisdictions. It addresses where to market, how to market, which sales channels to deploy, how to qualify and convert prospects, and how to build the organisational infrastructure to support a sustained multi-year global sales programme.

The commercial opportunity is significant. Fifteen primary jurisdictions across five regions represent a maximum potential licence fee revenue of **EUR 275,000,000** at full network build-out before a single Annual Affiliation Fee, Transaction Fee Contribution, or fund management fee has been earned. The marketing investment required to achieve this is a fraction of that figure and the timeline is achievable within the five-year expansion horizon already set by IWG International's strategic plan.

METRIC	TIER 1	TIER 2	TIER 3	TOTAL
Number of Jurisdictions	6	5	4	15
Licence Fee per Jurisdiction	€ 24,000,000	€ 16,000,000	€ 11,000,000	—
Total Licence Fee Revenue (Full Build)	€ 144,000,000	€ 80,000,000	€ 44,000,000	€ 268,000,000
Broker Commission @ 3.85%	€ 5,544,000	€ 3,080,000	€ 1,694,000	€ 10,318,000
Net Revenue to IWG (post-commission)	€ 138,456,000	€ 76,920,000	€ 42,306,000	€ 257,682,000

This plan is structured across nine sections covering market positioning, channel strategy, digital marketing, broker network management, direct sales, event and conference strategy, content marketing, the sales pipeline and conversion process and budget allocation.



2. Market Positioning and Target Audience

2.1 The IWG Licence — What It Is and Why It Is Different

The IWG Network Membership Licence is not a white-label product or a branded service agreement. It is the acquisition of exclusive territorial institutional rights, the right to be the IWG partner in a jurisdiction, with all the brand equity, governance infrastructure, network access, and capitalisation capability that entails. This distinction is fundamental to every marketing message IWG produces. The product being sold is not a service, it is a position.

In every piece of marketing communication, IWG must make clear that this is a **‘one-firm-per-jurisdiction’** model. **Scarcity is a genuine feature of the product, not a sales tactic.** There are fifteen licences available globally. When they are sold, they are gone. That scarcity, communicated honestly and consistently, is among the most powerful marketing assets IWG possesses.

2.2 Primary Target Audience

The IWG Network Membership Licence is appropriate for a specific and identifiable profile of institution or professional. Marketing efforts must be focused on this profile with precision rather than broadcast to the financial services sector generally. The primary target audience comprises the following categories:

AUDIENCE CATEGORY	PROFILE	WHY THEY ARE A STRONG PROSPECT
Regulated Fund Managers	Investment management firms holding or applying for a fund management licence in a target jurisdiction with an established client base and AUM track record	Immediate operational capability to deploy IWG governance structures; existing institutional relationships; regulatory credibility already established
Family Office Operators	Multi-family offices and private wealth structuring platforms managing significant AUM for HNWI and UHNWI clients	Deep client relationships with capital-deploying individuals; strong motivation to offer institutionally structured investment vehicles to their clients
Boutique Investment Banks	Smaller licensed investment banks and securities firms with deal origination capability but limited fund structuring infrastructure	IWG provides the governance and structuring capability they lack; strong existing project pipeline that can immediately benefit from IWG vehicles
Private Equity & Venture Principals	Senior partners from PE and VC firms considering the establishment of an independent platform	Capital markets expertise, investor networks, and deal sourcing capability; motivated by the revenue model and the institutional brand



Financial Services Group Subsidiaries	Subsidiaries of larger financial groups seeking to add an investment structuring capability to their product suite	Existing regulatory infrastructure, balance sheet, and client base as an IWG licence adds a high-value revenue stream without requiring group-level restructuring
High-Net-Worth Entrepreneurs	Successful entrepreneurs from financial services backgrounds with capital, regulatory relationships and ambition to build an institutional platform	Available capital for the licence fee and operational setup, motivated by the equity-like economics of the licence model

2.3 Secondary Audience — Influencers and Gatekeepers

In addition to direct licence purchasers, IWG representative brokers must cultivate relationships with the professional advisers and institutional gatekeepers who influence the decisions of primary prospects. These include:

- Senior partners at law firms specialising in financial services regulation and investment fund formation in each target jurisdiction
- Big 4* and mid-tier audit and advisory partners who advise financial services clients on business development and regulatory strategy
- Regulatory consultants and compliance advisers who work with firms applying for or holding investment management licences
- Industry association executives and chamber of commerce leaders in each target financial centre
- Central bank and financial regulator alumni who move into advisory roles within the private sector

These individuals do not purchase the licence, but a single referral from a trusted regulatory counsel to one of their clients can generate a conversion that no digital marketing campaign can replicate. Cultivating this network is a medium-term investment with long-term compound returns.

* Big four refers to:

- PwC
- Deloitte
- KPMG
- EY (Ernst & Young)



3. Where to Market — Channel Strategy by Region

3.1 Europe (Luxembourg, UK, Netherlands, Germany, France, Switzerland)

Europe is IWG's home market. IWG International is domiciled in Luxembourg, Liechtenstein and Switzerland, the world's premier fund domicile jurisdictions. The European marketing strategy should leverage this home advantage to establish IWG as the authoritative voice in institutional fund structuring for project capitalisation across the continent.

Priority Marketing Locations

- Luxembourg City — The Association of the Luxembourg Fund Industry (ALFI) network, the Luxembourg Private Equity & Venture Capital Association (LPEA) and the Luxembourg Chamber of Commerce provide direct access to the fund management community
- London — The City of London's financial services cluster, the Investment Association, the Alternative Investment Management Association (AIMA) and the British Private Equity & Venture Capital Association (BVCA)
- Zurich and Geneva — Private banking and family office communities; the Swiss Funds & Asset Management Association (SFAMA)
- Frankfurt — The German investment management community; BVI Bundesverband Investment und Asset Management
- Liechtenstein is purposefully omitted here as the region is too small.

Key European Channels

- ALFI Global Investment Funds Conference (Luxembourg), the single most important fund industry event in continental Europe; IWG should exhibit, sponsor, and speak
- AIMA Global Policy & Regulatory Forum — access to alternative fund managers across Europe
- Targeted direct outreach to FCA-regulated investment managers in London through LinkedIn Sales Navigator and broker introductions
- Relationships with Luxembourg-based law firms (Loyens & Loeff, Arendt & Medernach, Elvinger Hoss Prussen) whose clients are fund structuring and domiciliation prospects

3.2 Middle East (UAE — DIFC and ADGM)

The UAE is among the fastest-growing institutional capital markets in the world. Dubai and Abu Dhabi host the financial infrastructure of the entire GCC region, and the appetite for institutionally governed investment structures among family offices, sovereign wealth platforms and regional banks is extraordinary. The UAE is the **highest-priority** non-European market for IWG.

Priority Marketing Locations

- Dubai International Financial Centre (DIFC) — the primary location for financial services firms in the region; the DIFC Authority actively supports new regulated entities
- Abu Dhabi Global Market (ADGM) — Al Maryah Island; growing rapidly as an alternative to DIFC with strong regulatory reputation



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- Riyadh — Saudi Arabia's Capital Market Authority (CMA) is transforming the Kingdom's investment management landscape under Vision 2030 with significant prospective demand

Key Middle East Channels

- The Dubai Fintech Summit and the DIFC's own events calendar, the highest concentration of relevant decision-makers in the region
- SuperReturn Middle East, a private equity and alternative investment community with direct access to capital allocators
- Family office networks, the UAE hosts an estimated 300+ single and multi-family offices; targeted relationship building through introducers
- The World Government Summit (Dubai) is attended by sovereign wealth and government investment fund principals
- Arabic-language social media presence on LinkedIn targeting DIFC and ADGM-based financial professionals

3.3 Asia-Pacific (Singapore, Hong Kong, Australia)

Asia-Pacific represents the largest long-term growth opportunity in institutional asset management globally. Singapore is the region's premier fund domicile; Hong Kong is the gateway to Chinese capital; Australia hosts one of the world's largest superannuation pools. Each requires a distinct marketing approach.

Singapore

- Monetary Authority of Singapore (MAS) Variable Capital Company (VCC) ecosystem — IWG's governance standards complement the VCC framework perfectly
- The Singapore Fintech Festival — one of the world's largest financial technology and capital markets events
- The Investment Management Association of Singapore (IMAS) and the Singapore Venture & Private Capital Association (SVCA)

Hong Kong

- The Hong Kong Investment Funds Association (HKIFA) and the Alternative Investment Management Association (AIMA) Hong Kong chapter
- SuperReturn Asia — the premier private equity and alternatives conference in Asia
- Targeted outreach to SFC Type 9 licensed managers considering platform expansion

Australia

- The Australian Investment Council and the Financial Services Council — primary industry associations
- AFR Business Summit and the Sohn Hearts & Minds Investment Leaders Conference — senior investment management community
- Direct outreach to AFSL holders with existing cross-border client relationships through Australian financial services law firms



3.4 Americas (United States, Cayman Islands, Brazil, Panama)

The United States is the world's largest institutional investment market and the Tier 1 jurisdiction with the highest concentration of potential licence purchasers. The Cayman Islands, as the world's most widely used offshore fund domicile, presents a different profile — firms already operating there will understand immediately the value of an IWG governance overlay. Brazil and Panama represent the primary LatAm entry points.

United States

- The Managed Funds Association (MFA) and the Investment Company Institute (ICI) — Washington DC and New York-based industry bodies
- iConnections Global Alts Conference (Miami) — the largest alternative investment capital introduction event in the world; 3,000+ fund managers and allocators
- Milken Institute Global Conference (Los Angeles) — senior capital allocators, family offices, sovereign wealth principals
- Bloomberg Invest Summit (New York) — institutional investment community at the highest level
- Placement agent relationships — US placement agents who already work with emerging and established fund managers

Cayman Islands

- Cayman Alternative Investment Summit (CAIS) — the single most relevant event for the Cayman financial services community
- Direct outreach through Maples, Appleby, Ogier, and Walkers — the dominant Cayman legal community whose clients are prospective IWG licensees

Latin America

- Latin America Private Equity & Venture Capital Association (LAVCA) Summit
- BTG Pactual and Itaú BBA relationship networks for Brazil market entry

3.5 Africa (Mauritius, South Africa, Nigeria, Kenya)

Africa represents IWG's highest-growth emerging market opportunity. Mauritius is the most developed financial centre and the natural entry point; South Africa, Nigeria, and Kenya represent the continent's three most significant institutional investment markets.

- Mauritius Finance — the primary promotional agency for Mauritius as a financial centre; IWG should establish a formal relationship
- Africa Fintech Summit and the African Private Equity and Venture Capital Association (AVCA) Annual Conference
- The Nairobi International Financial Centre Authority (NIFCA) and the Lagos financial services community
- Development Finance Institution (DFI) networks — IFC, DEG, FMO, Proparco, whose project pipelines represent natural IWG vehicle opportunities



4. Digital Marketing Strategy

4.1 Website — www.integerwealth.global

The IWG website is the central hub of the entire marketing effort. Every channel, LinkedIn, email, conferencing and the broker ultimately directs prospects to the website. The site must be built to convert informed, institutional visitors into qualified enquiries. It should not attempt to explain IWG to everyone but rather it should speak clearly and credibly to the specific audience that matter.

Priority Website Pages

- The Global Expansion page (www.integerwealth.global/iwg-global-expansion/) — the primary landing page for the licence offering
- A dedicated Licence page with tier breakdown, pricing justification, economic rationale download and application process
- An Introducing Brokers page with commission structure, registration process, and broker agreement download
- A Jurisdictions page with a dedicated sub-page for each of the fifteen target territories, covering the local regulatory context, the IWG entity structure and the licence opportunity
- A 'News & Insights' section establishing IWG International as a thought leader in institutional fund structuring globally

SEO Strategy

IWG should target a defined set of high-value search terms across English, French, German, and Arabic. Priority terms include:

- institutional fund structuring licence
- investment management network licence
- IWG network membership
- fund governance framework Europe
- AIFMD fund manager licence opportunity
- alternative investment fund structuring, and
- jurisdiction-specific variants such as 'DIFC fund manager licence' and 'Singapore VCC fund manager'.

Conversion Optimisation

- Prominent download buttons for the Licence Agreement, Pricing Justification and Economic Rationale documents
- A clearly visible 'Register Your Interest' or 'Apply Now' call to action on every licence-related page
- A broker registration form that captures name, firm, jurisdiction of interest and proposed introduction
- Live chat or chatbot capability for after-hours enquiries from Asia-Pacific and Americas time zones



4.2 LinkedIn Strategy

LinkedIn is the single most important digital channel for reaching IWG's target audience. Every decision-maker IWG wants to reach;

- fund managers
- family office principals
- investment bank partners
- regulatory advisers
- is active on LinkedIn.

The platform allows for precise targeting by job title, company, industry, seniority and geography.

Organic LinkedIn — IWG Company Page

- Post a minimum of four times per week through a mix of thought leadership articles, network expansion announcements, regulatory updates and deal/licence news
- Publish long-form LinkedIn articles under the IWG brand on topics including:
 - the economics of the IWG licence model
 - the case for institutional fund governance
 - AIFMD II implications for fund managers
 - the UAE as a global capital gateway, and
 - GIFT City as Asia's next financial hub
- Video content — a short (60-90 second) video posts from IWG principals explaining the network model, the licence opportunity and the economic rationale

LinkedIn Paid Advertising

- Sponsored Content campaigns targeting:
 - financial services professionals in each target jurisdiction by seniority and job function;
 - alumni of Big 4 advisory firms with financial services backgrounds;
 - members of relevant professional associations
- LinkedIn InMail campaigns to a curated list of 500-1,000 pre-qualified prospects in each jurisdiction sent from the IWG principal's personal account with a warm, personalised message rather than a mass template
- Retargeting campaigns to website visitors who have viewed the licence or broker pages but not converted

Personal Brand — IWG Principal LinkedIn

The single most powerful LinkedIn asset IWG possesses is the personal profile of its owner and principal. Institutional investors and financial professionals invest in people before they invest in brands. A strong, active personal LinkedIn presence from the IWG owner, sharing genuine insight, announcing the expansion, and engaging with the global financial services community which will generate more qualified inbound enquiries than any paid campaign.

This should be treated as a strategic priority, not an optional extra.



4.3 Email Marketing

Email remains the most effective direct communication channel in institutional financial services. IWG should build and maintain three distinct email lists, each managed separately and communicated with at different frequencies and with different content.

LIST	AUDIENCE	FREQUENCY	CONTENT
Broker Network	Registered IWG introducing brokers	Monthly newsletter + event-driven alerts	Commission updates, new jurisdiction launches, prospect qualification tools, deal news
Prospect Pipeline	Qualified licence prospects at various stages of the funnel	Bi-monthly nurture sequence + trigger emails	Economic rationale updates, case studies, regulatory developments, invitation to events
Warm Prospects	Individuals who have downloaded a document or registered interest	Weekly for first 30 days, then monthly	Personalised follow-up sequence, invitation to call, introduction to IWG principal



5. Broker Network Management

5.1 Building the Global Broker Network

The introducing broker network is the highest-leverage sales channel available to IWG for the sale of Network Membership Licences. A well-structured broker relationship, properly incentivised and equipped with the right materials can generate introductions to qualified prospects that IWG could not reach through any other channel at comparable cost. The 3.85% commission structure already provides a compelling incentive and the task is to recruit, equip, and manage brokers professionally so that the incentive translates into completed transactions.

Broker Recruitment — Where to Find Them

- Financial services placement agents and capital introduction specialists — professionals who already work on mandate to introduce capital and investment opportunities to institutional clients
- Cross-border M&A and corporate finance advisers — firms that regularly advise on financial services company acquisitions and are well-connected to the firms most likely to be IWG licence purchasers
- Regulatory consultants and compliance advisory firms — they are often the first point of contact when a financial services firm is considering a new licence or market entry
- Senior alumni of financial regulators — former CSSF, FCA, MAS, DFSA and SEC officials who move into advisory and consulting roles carry extraordinary credibility and access
- Private banking and wealth management relationship managers — they work daily with the HNWI and family office community that represents the IWG primary prospect
- LinkedIn outreach to independent financial advisers and business development professionals in each target jurisdiction with relevant existing networks

Broker Onboarding Pack

Every registered IWG introducing broker should receive a professionally produced broker pack containing the following:

- The IWG Introducing Broker Agreement (signed by both parties before any introduction is registered)
- The IWG Global Expansion Strategy document
- The IWG Network Membership Licence Agreement (for sharing with prospects)
- The IWG Pricing Justification and Economic Rationale document
- A jurisdiction-specific one-page fact sheet for each territory the broker is targeting
- A slide deck suitable for presenting the IWG licence opportunity in a meeting or call
- Commission calculation examples for each tier
- The broker's unique registration link for introducing prospects



Broker Management and Motivation

- Monthly broker newsletter keeping the network informed of expansion progress, new materials and pipeline activity
- Quarterly broker calls with the IWG principal, brief, structured, motivational giving brokers direct access to leadership and reinforcing their relationship with the brand
- A dedicated broker portal on the IWG website where registered brokers can download materials, register introductions and track their pipeline
- A tiered broker recognition programme for brokers who complete two or more transactions in a calendar year receive enhanced status and preferential access to IWG network events



6. Direct Sales Strategy

6.1 The IWG Sales Process

The IWG licence sale is a high-value, relationship-driven, complex transaction. It requires patience, credibility and a structured process. The typical sales cycle from first contact to signed licence agreement and cleared licence fee will range from 90 days to 18 months depending on the prospect's regulatory readiness, capital availability and organisational decision-making structure. The sales process must be designed accordingly.

STAGE	ACTIVITY	IWG ACTION	TARGET TIMELINE
Stage 1	Prospect Identification	Prospect identified through broker, digital marketing, event or direct outreach. Added to CRM with full profile and qualification notes.	Days 1–7
Stage 2	Initial Qualification	IWG conducts preliminary due diligence: regulatory status, AUM, capital capacity, jurisdiction fit, decision-maker identification.	Days 7–14
Stage 3	First Contact	Personalised outreach by IWG principal or senior representative. Warm introduction through broker preferred. Goal: secure a 30-minute introductory call.	Days 14–21
Stage 4	Discovery Call	Structured call to understand the prospect's business, ambitions, and fit with the IWG model. Share headline materials. Identify decision-makers and timeline.	Days 21–35
Stage 5	Presentation	Tailored presentation of the IWG network model, the specific jurisdiction opportunity, the economic rationale, and the licence terms. In-person preferred for Tier 1.	Days 35–60
Stage 6	Due Diligence Exchange	IWG provides full documentation pack. Prospect conducts legal and financial review. IWG conducts formal KYC and regulatory due diligence on prospect.	Days 60–120
Stage 7	Negotiation	Legal review of licence agreement. Clarification of terms. No material commercial terms are negotiable, but legal structuring points may be addressed.	Days 90–150



Stage 8	Holding Deposit	Prospect pays 10% Holding Deposit. Territory formally reserved. Application formally lodged.	Days 120–180
Stage 9	Approval & Licence Fee	IWG formally approves application. Licence Fee balance invoice issued. Licence agreement executed. Commencement Date set.	Days 150–365

6.2 CRM and Pipeline Management

IWG must implement a professional Customer Relationship Management (CRM) system from the outset of the sales programme. Every prospect, every broker, every contact and every interaction must be logged, tracked and managed within the CRM. Recommended platforms at IWG's stage of development include HubSpot (which offers a strong free tier and scales effectively), Salesforce (enterprise-grade and the industry standard for financial services) or Pipedrive (simpler and more affordable for a lean sales team).

The preferred CRM vendor and developer is TIM Africa, an existing vendor and approved service provider to IWG.

The CRM should track:

- prospect name and firm;
- jurisdiction and tier;
- broker introducer (if applicable);
- stage in the sales process;
- next action and owner;
- estimated close date; and
- licence fee value.

Weekly pipeline reviews against this data allow IWG to identify stalled prospects, re-prioritise efforts, and forecast revenue with confidence.

6.3 Sales Team Structure

In the initial phase (2026–2030), the sales effort will be led by the IWG principal directly, supported by one Business Development Manager (BDM) with specific responsibility for broker network management and inbound lead qualification.

As the network grows, the team should expand to include dedicated regional BDM's for MENA, APAC and Americas, each with their own broker networks and direct prospect relationships.



ROLE	PHASE	RESPONSIBILITY	TARGET
IWG Principal	Phase 1–4 (ongoing)	Lead all Tier 1 prospect meetings; final approval of all applications; global brand ambassador	Close 2 Tier 1 licences in Year 1
Business Development Manager — Global	Phase 1 onwards	Broker network management; inbound lead qualification; CRM management; marketing coordination	Recruit 50+ brokers in Year 1
BDM — MENA & Africa	Phase 2 onwards	Direct prospect relationships in UAE, Mauritius, Africa; local event representation	Close 1 MENA licence by Year 2
BDM — APAC	Phase 2 onwards	Singapore, Hong Kong, Australia prospect relationships; local industry body engagement	Close 1 APAC licence by Year 2
BDM — Americas	Phase 3 onwards	US, Cayman, LatAm prospect relationships; US broker network development	Close 1 Americas licence by Year 3



7. Events and Conference Strategy

In institutional financial services, presence at the right events is not optional, it is a credibility signal. The firms and individuals who purchase IWG licences make their most important professional relationships in person at the events that define their industry calendar.

IWG must be visible, represented and memorable at a selected number of high-value events each year.

7.1 Priority Global Events Calendar

EVENT	LOCATION	TIMING	IWG OBJECTIVE
ALFI Global Investment Funds Conference	Luxembourg	March	Anchor European marketing; meet fund managers and structuring advisers; announce licence availability
Milken Institute Global Conference	Los Angeles, USA	May	Tier 1 Americas prospect meetings; build US institutional relationships; brand visibility at highest level
SuperReturn International	Berlin / Frankfurt	June	Pan-European private equity and alternatives community; broker recruitment; prospect qualification
Singapore Fintech Festival	Singapore	November	APAC market launch event; MAS relationships; VCC ecosystem engagement; broker introductions
DIFC Annual Forum / Gate Avenue	Dubai, UAE	October	MENA prospect meetings; DIFC and ADGM regulatory relationships; GCC family office introductions
Cayman Alternative Investment Summit	Grand Cayman	January	Tier 2 Americas prospects; Cayman legal community relationships; offshore fund manager audience
SuperReturn Middle East	Dubai	March	GCC private equity and alternatives; sovereign wealth and family office introductions
AVCA Annual Conference	Rotating African cities	April	Africa Tier 3 market development; DFI relationships; South Africa and Nigeria prospect introductions



iConnections Global Alts Conference	Miami, USA	January	Largest alternative investment capital introduction event; placement agent broker recruitment
AIMA Global Policy Forum	London	September	Alternative fund manager community; FCA regulatory context; UK broker recruitment

7.2 IWG Hosted Events

In addition to attending third-party events, IWG should host its own ‘invitation-only’ events in key jurisdictions from Year 2 onwards. These should be small (20–40 guests), exclusive and impeccably produced, a private breakfast or dinner hosted by the IWG principal in a prestigious venue in Luxembourg, Dubai, Singapore, London and New York, attended by a carefully curated guest list of pre-qualified prospects and key introducers. The intimacy and exclusivity of the setting communicates the IWG brand values more effectively than any conference stand and the private conversation it enables is the most effective sales environment for a product of this nature.



8. Content Marketing and Thought Leadership

IWG's target audience are highly educated, professionally sophisticated and sceptical of marketing. They respond to credible, substantive content that demonstrates genuine expertise and provides real value. A sustained content marketing programme

- articles
- white papers
- regulatory analyses, and
- market commentaries published under the IWG brand

builds the institutional credibility that advertising cannot buy.

8.1 Recommended Content Pillars

CONTENT PILLAR	EXAMPLE TOPICS	TARGET AUDIENCE
Regulatory Intelligence	AIFMD II — what changes for European fund managers; UAE CMA transition: what DIFC and ADGM managers need to know; GIFT City IFSC, the case for India's first international fund hub	Regulated fund managers and their compliance advisers in each jurisdiction
Institutional Governance	Why governance is the new alpha: the institutional investor's due diligence checklist; Building a fund governance framework that satisfies a sovereign wealth fund; The four-pillar governance model — how IWG structures institutional credibility	Fund managers seeking to upgrade their institutional credibility and investor relations
Capital Market Opportunity	The EUR 200 million fund model — how IWG capitalises commercial and industrial projects; Cross-border capital flows in 2025 — where the money is moving and how to access it; The DFI co-investment advantage — how development finance unlocks private capital	Project sponsors, family offices, and fund managers seeking capital deployment opportunities
The IWG Licence Opportunity	The economics of an IWG Network Membership Licence — a five-year return analysis; Why one firm per jurisdiction is the right model for institutional financial structuring; The IWG network model — how PwC and KPMG built their global networks and what IWG has taken from it	All prospective licence purchasers and introducing brokers
Market & Regional Analysis	Singapore in 2025 — why Asia's premier fund domicile is more attractive than ever; The Gulf capital opportunity — sovereign wealth, family offices, and the infrastructure decade; Africa's institutional investment revolution — what patient capital can achieve	Regional prospects and brokers in each target jurisdiction



8.2 Content Distribution

- Publish all articles and white papers on the IWG website News & Insights section
- Share each piece of content on the IWG LinkedIn company page with a compelling introductory post
- Distribute the most significant pieces (regulatory updates, market analyses) to the broker and prospect email lists
- Submit articles to industry publications — The Drawdown, Private Equity International, Fund Directions, Funds Europe — for republication or as contributed pieces
- Target speaking slots at priority conferences based on IWG content expertise, particularly on fund governance, AIFMD II, and cross-border capital flows



9. Marketing Budget and Key Performance Indicators

9.1 Recommended Annual Marketing Budget

The following budget is recommended for the first full year of the global licence marketing programme. It is designed to be aggressive enough to generate meaningful market presence across all target regions whilst remaining proportionate to the revenue opportunity. A single Tier 1 licence sale generates revenue to IWG (net of broker commission) of EUR 23,076,000, meaning the entire first-year marketing budget is recovered from a fraction of a single sale.

BUDGET CATEGORY	ANNUAL BUDGET	% OF TOTAL	PRIORITY
Website development, SEO, and conversion optimisation	€ 45,000	9%	Critical — Year 1
LinkedIn advertising and InMail campaigns	€ 36,000	7%	High — ongoing
Email marketing platform and campaign management	€ 12,000	2%	High — ongoing
Conference attendance, exhibition, and sponsorship (5 events)	€ 120,000	24%	Critical — Year 1
IWG hosted events (2 x private dinners — Dubai, Singapore)	€ 40,000	8%	High — Year 1–2
Content creation (white papers, articles, video production)	€ 30,000	6%	High — ongoing
CRM platform and sales infrastructure	€ 18,000	4%	Critical — Year 1
Broker onboarding materials and portal development	€ 25,000	5%	High — Year 1
PR and media relations (financial services press)	€ 24,000	5%	Medium — Year 1
Direct outreach and prospect entertainment	€ 60,000	12%	Critical — ongoing
Translation and localisation (Arabic, French, German)	€ 20,000	4%	Medium — Year 1
Contingency and opportunistic spend	€ 70,000	14%	Reserved
TOTAL YEAR 1 MARKETING BUDGET	€ 500,000	100%	



9.2 Key Performance Indicators

The following KPIs should be reviewed monthly by the IWG principal and the Business Development Manager, with a formal quarterly review against the annual targets:

KPI	YEAR 1 TARGET	YEAR 3 TARGET	YEAR 5 TARGET
Registered introducing brokers	50	150	300+
Qualified prospects in CRM	100	400	1,000+
Holding Deposits received	3	8	15
Licence agreements executed	1	5	15 (full network)
Licence fee revenue (gross)	€ 24M (1 × T1)	€ 96M	€ 268M
Website unique visitors per month	5,000	20,000	50,000+
LinkedIn company page followers	2,000	10,000	25,000+
Email list size (combined)	1,500	6,000	15,000+
Conference meetings secured per event	15	30	50+
Average sales cycle (days)	270	210	150

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This document is prepared for internal and board-level use.

