

Asset managers vs. Investment platforms

What's the difference?



Investment platform



Like a giant **supermarket** for funds

The **bigger** the platform, the more choice you have.

WHAT AN INVESTMENT PLATFORM **DOESN'T** DO

-  Invest your money on the stock market.
-  The Glacier investment platform doesn't offer investment advice or make investment decisions on your behalf.
-  Manage the performance of the asset manager.

Asset manager

Role: Manage an investment **in line with a risk-and-return strategy, according to a fund's mandate**

WHAT AN ASSET MANAGER **DOESN'T** DO

-  No consolidated reporting across many asset managers / investments companies.
-  The ability to invest in another asset management company's funds.

VS

Ask your adviser why you're not with Glacier

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