

Closed-End Fund Association (CEFA)

June 1, 2017



Outline

1. CEFA Value Proposition
2. Members and Partners
3. CEFA Executive Committee
4. CEFA's Areas of Focus
5. Marketing Program Update
6. CEFA Media Update
7. Contact Us and Stay Connected



Mission

Founded in 1997, the Closed-End Fund Association's mission is focused on raising the awareness of closed-end funds, mainly by providing education to advisors and investors about the many benefits of CEFs. Working together with its members, CEFA also provides its members with the opportunity to gain additional exposure and recognition of their brand, products and thought leadership.



Vision

The vision is for CEFA to be an industry trade association that all closed-end fund sponsors and industry participants want to be a part of, because it is the group that is educating the advisors, investors and financial media, and changing perceptions and awareness about the benefits of CEFs through:

- Insightful and compelling information and education about CEFs and their role in properly constructed investment portfolios
- Proactive positive awareness for the CEF industry
- A forum for CEF industry participants to learn of, and discuss, important issues affecting the industry
- Partnerships with key industry stakeholders



Why Be a CEFA Member?

CEFA brings together the shared interests of asset managers, broker/dealers, and industry organizations that support CEFs. The CEFA membership provides you the opportunity to:

1. Gain additional brand recognition and exposure to stimulate demand for your products
2. Access advisors through a number of events and partnerships
3. Leverage the combined marketing and awareness efforts of all CEFA members
4. Join together with other industry and legal experts for CEF issue advocacy
5. Support shareholders with timely and relevant information
6. Participate in member meetings that foster industry collaboration
7. Benefit from CEFA's industry and media relationship



Member Firms



Associate Members & Partners



Marketing Partners



2016/2017 CEFA Executive Committee



President

Anne Kritzmire

Managing Director, Closed-End Funds and Global Structured Products — Nuveen



Treasurer

Jonathan Morgan

President & CEO — Canadian General Investments, Ltd.



Member-at-Large

Jonathan Diorio

Managing Director — BlackRock



Member-at-Large

Chris Larsen

Director — Legg Mason Global Asset Management



Member-at-Large

Rennie McConnochie

Head of Global Banks — Aberdeen Asset Management



CEFA Areas of Focus

GOALS

- Build awareness of CEFs and their features and benefits
- Educate financial advisors, investors, and the media on CEFs
- Provide marketing support to CEFA members
- Develop strong industry partnerships and relationships
- Entice all CEF sponsors to want and need to join CEFA

AREAS OF FOCUS

1. Digital Marketing & Communications
2. Educational Advisor Events
3. Financial Media Outreach
4. Industry Partnerships
5. Recruiting and Member Support



Marketing Program Update

90%

of CEFA member firms have participated in the marketing program

14,800+ ^{20%}
increase from 2013

monthly average of unique visitors to the CEFA website

1,159

attendees at the Advisor Summits

average

233

participants per webinar

946

followers on social media

2017 average

1,888

listeners / Q&A article readers per podcast

97%

of the advisors found the events to be beneficial

96%

of the advisors would attend again

4,164

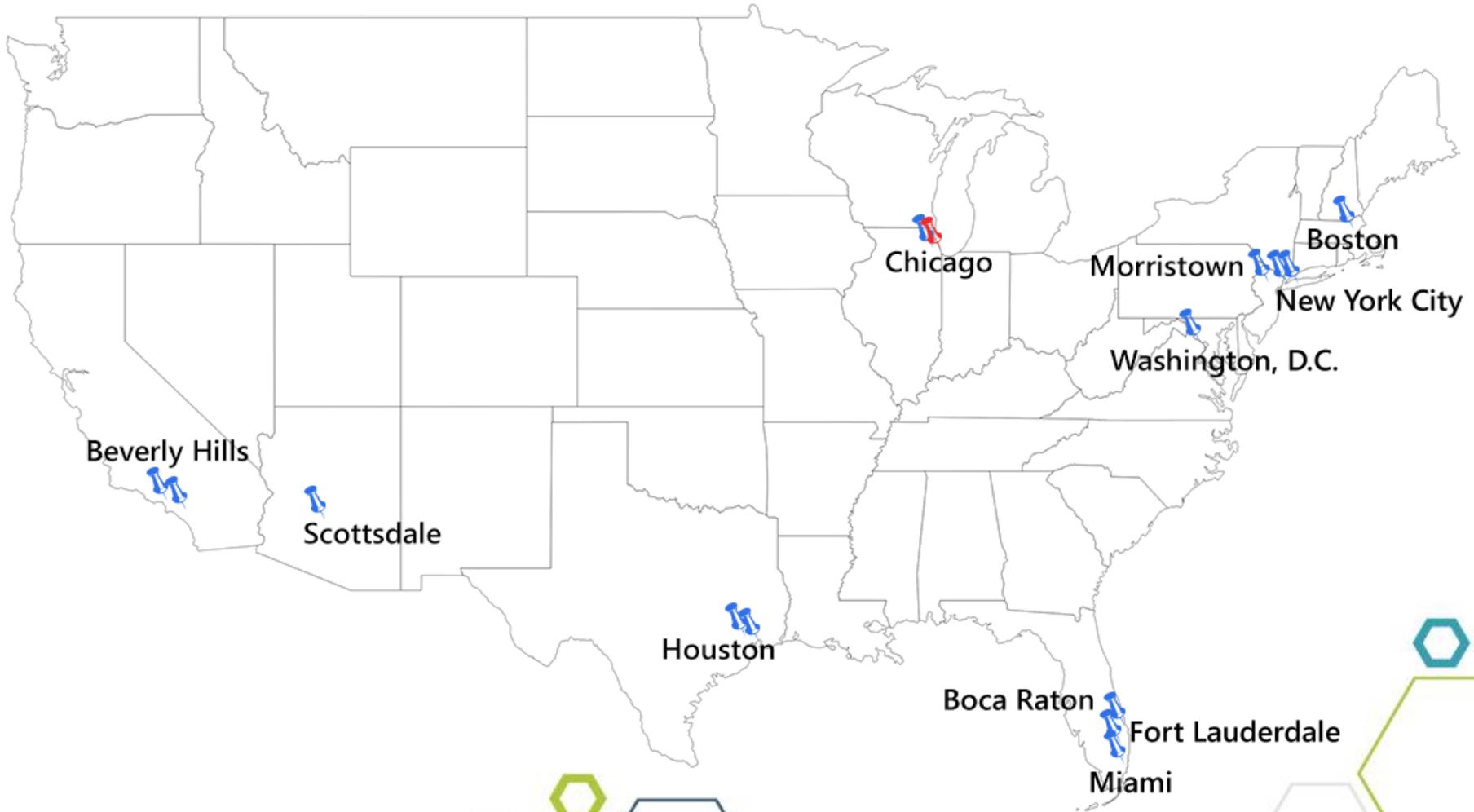
advisor and investors on CEFA's email distribution list

47,000+

total views of **79** CEFA videos on the Asset TV website — launched CEF channel

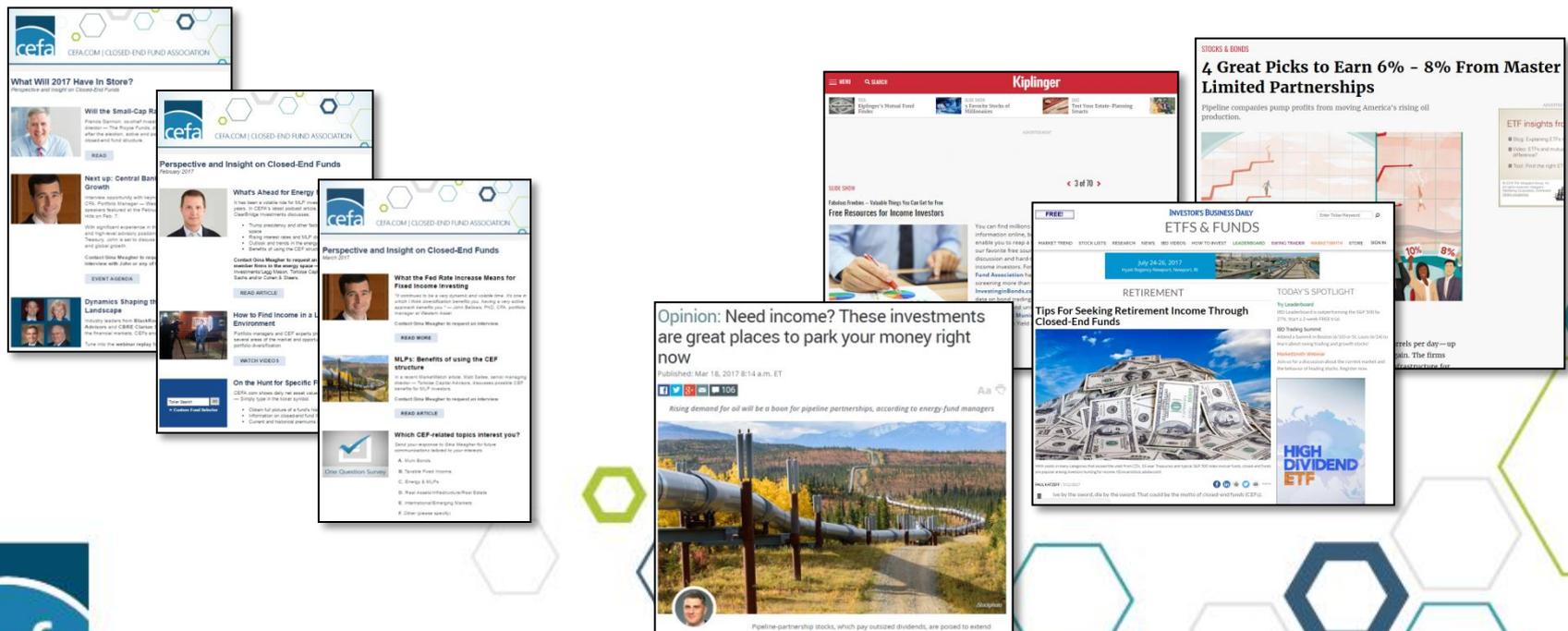


Advisor Summit Events



Media Overview

- CEFA reaches more than 40 publications through media outreach
- 5 reporters/editors attended CEFA meeting with Barron's in New York
- CEFA proactively pitches the media, including monthly "newsletter" emails
- CEFA originated content ties to education themes and timely insight; distributed on channels such as Seeking Alpha and Harvest Exchange
- Earned media coverage in publications such as Investor's Business Daily, Kiplinger and MarketWatch



PR & Media Outreach

CEFA acknowledges there is an opportunity for the CEF industry to have a stronger voice with the media. In focusing on public relations as a part of its Marketing Program, CEFA serves as a resource, builds relationships and engages the media to generate positive awareness for the CEF industry.

Through proactive outreach to more than 40 publications, CEFA represents a collective voice for the industry and communicates with the media on a regular basis to promote storylines, data and trends, and member firms. In addition, CEFA established a PR advisory board consisting of five member firms' PR contacts who discuss and provide feedback on CEFA-developed media strategies and tactics.

CEFA's public relations efforts help members:

- Maintain proactive communications with media regarding CEFs
- Engage industry contacts, pitch storylines and coordinate interviews
- Provide a clear and consistent industry voice and tone



Contact Us

Closed-End Fund Association

2345 Grand Boulevard

Suite 1750

Kansas City, MO 64108

P 816.413.8900

F 816.413.8999

Email: cefa@cefa.com

Public website: CEFA.com

Member website: CEFA.us

 Closed-End Fund Association

 @CEFAssociation



Media Contact:

Gina Meagher

Public Relations Manager

