



# Market-Linked Products

For Financial Professional Use Only. Not for Distribution to Retail Investors.

Incapital.com

## A Unique Alternative to Traditional Investments

In today's dynamically changing financial markets, many investors are looking beyond traditional investments such as stocks, mutual funds, or ETFs and are seeking additional diversification and risk allocation strategies. Market-linked products may be a good alternative for investors looking to meet these financial goals. At Incapital, we take pride in offering innovative solutions, informing on prevailing market and regulatory trends, and providing industry-leading education.

### What Are Market-Linked Products?

Incapital defines market-linked products as solutions that:

- Have performance linked to an underlying asset such as an index, security, or basket of securities
- Have a predetermined maturity
- Are designed to offer a specific risk-return tradeoff
- Offer full, partial, or no principal protection<sup>1</sup>
- Pay a variable amount at maturity or periodic coupons
- Are typically offered as certificates of deposit (CDs) or senior unsecured notes

### Key Benefits

Market-linked products may be an attractive opportunity for investors to allocate a part of their fixed income or equity portion of their portfolio. Ultimately, market-linked products may provide:

- Diversification opportunities through access to certain geographic markets, asset classes, or trading strategies
- Customizable and innovative solutions to meet specific risk/return profiles and/or market views
- An alternative to core investments
- A balance of potential downside protection and enhanced upside opportunity in exchange for increased product complexity and associated risks of the linked product(s)

### Incapital's Market-Linked Product Principals

As a market leader in distributing market-linked products, Incapital focuses on providing financial professionals an open-architecture platform tailored to a wide array of investor needs. The right investment solutions should be defined by the role they play in an investor's portfolio. When selecting the appropriate market-linked product, consider the following:

- **Strategy:** Is the investor looking to add a certain degree of income, growth, or a combination of income and growth characteristics to their overall portfolio?
- **Underlying Asset:** What types of exposure is the investor looking to access—equities, interest rates, commodities, and/or currencies? The performance of a market-linked product is a function of the underlying asset. Each underlying asset carries a degree of risk.
- **Performance Profile:** What is the investor's overall risk/return appetite? It is often determined by the investor's overall market view, degree of desired principal protection, and investment goals.
- **Instrument:** What type of investment vehicle is most appropriate based on the investor needs considered above—market-linked FDIC-insured CDs<sup>2</sup> or market-linked notes? Market-linked notes offer full, partial, or no principal protection at maturity.

<sup>1</sup> Subject to the credit risk of the issuer.

<sup>2</sup> CDs are FDIC insured up to \$250,000 per depositor subject to FDIC rules. Investors should refer to the respective offering documents. Selling a FDIC-insured product prior to maturity may result in a loss of principal.

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WHERE ACCESS EQUALS OPPORTUNITY



# Why Incapital?

As an award-winning distributor of market-linked products, Incapital represents leading issuers in the new issue market by offering a broad array of **customized** and **innovative** investments while providing **access** to both primary and secondary markets.

## An Award-Winning Platform

Incapital was named **U.S. Distributor of the Year** by Structured Products magazine and by mtn-i, a combined ten times. These awards honor firms that have exhibited a dedication to distributing innovative products and educational platforms.

## Experienced Professionals

Incapital's Market-Linked Products Team is comprised of a dedicated group of traders and specialists that have extensive experience in U.S. and international fixed income, equity derivatives, and market-linked products. They are responsible for distributing market-linked CDs and market-linked notes to a nationwide network of broker-dealers and financial advisors.

## Continuing Your Education

We continue to raise the bar by producing and delivering advanced educational resources. Our industry-leading education programs are aimed at sharing our extensive market-linked product knowledge with the investment community.

## Diverse Product Offerings

Incapital offers the following diverse suite of products:

- Annuities
- Certificates of Deposit
- Corporate Debt/InterNotes®
- **Market-Linked Products**
- Mortgage-Backed Products
- Preferred Stock/LEOPARDS™
- Sovereigns/Supranationals/Agencies (SSAs)

## A Leading Technology Platform

Incapital's technology provides access to our inventory of primary and secondary offerings through:

- **Incapital.com**
- **StructuredInvestments.com**
- **Incapnet.com** – our order entry and reporting platform
- **Bloomberg** (ICAN<GO>)

Call **888.849.5732** or email **AdvisorSupport@incapital.com** for more information.

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