

We bring together companies and their investors through a secure and easy to use platform

Senasen for asset managers:

Senasen helps you build strong relationships with the investor community. You can exercise full control over the way your story is told, and share information in compliance with your policies. The tool enables you to profile your overall brand, profile individual funds, and communicate directly with interested investors.

Our easy to use and secure platform provides multiple access levels – meaning your compliance and marketing teams can both access and work together to:

- Create a profile page and individual fund pages
- Restrict fund page access to specific investor types
- Upload pre-approved documents and videos
- Write commentary and news
- Integrate an existing RSS feed
- Use private message and follow functions
- Turn on Q&A sessions
- Track your followers and gain insight into their profile
- Have a full five year archive of any activity on your account
- Use the entire platform to search and follow companies and investors
- At no, or minimal cost

Our vision:

We are determined to create a single platform that supports companies, asset managers and investors; to become the leading portal for information sharing and early-stage interaction between all parties.

We are an independent business that does not sell advertising space or data – our only source of revenue is through subscriptions. As such, we have been able to create a professional environment that avoids the pitfalls of social media whilst also harnessing the strength of a global network.

Functions and benefits:

Senasen was designed by asset management professionals, for asset management professionals. It was built with your goals in mind:

Support asset retention and growth – keep investors engaged:

- Build direct relationships with investors and explain your value proposition
- Be beside the companies you have selected for your funds to leverage their brand and individual company value propositions
- Reach new investors in a manner that suits them (and on any device)

Improve compliance and exercise control:

- You control content
- Compliance departments can have full access to all content and messaging
- Our compliance friendly archive function records all of your activities for five years
- Select what investor types can view your content
- Choose sub-user access and permissions

Gain insight to enhance your clients' experience:

- On what your clients are saying by investor type and country
- On companies - to support your own investment research
- What your competitors are communicating

Incur minimal cost with maximum impact:

- Free to create a basic account
- Minimal subscription fee based on amount of content you post and the number of user accounts
- Simply re-use and upload existing content you've already created and paid for

['Visit Senasen.com to create your company's profile'](https://www.senasen.com)