



FAQ: Distributor KPIs

Regulatory Requirements

- Principles-based regulations applicable to Product Manufacturers and Distributors in Europe and the UK set out a wide definition of “distribution”. Firms may therefore approach Product Governance using a proportionate, risk-based process appropriate for their own distribution model.
- For more information on which counterparty types we consider to be distributing our abrdn Investments Vector Funds see “**FAQ: Distributor Due Diligence**”.
- Product Manufacturers must oversee the activity of their appointed Distributors to ensure that financial instruments are reaching the clients for whose needs, characteristics and objectives they are considered compatible (i.e. the target market). In turn Distributors are required to provide due diligence information and data to assist in this.
- Until a standard industry approach to Distributor KPIs is agreed, the abrdn Investments Vector firms will request 5 KPIs from Distributors:

KPIs	1. Suspicious transactions	Number of suspicious transactions relating to abrdn funds reported to local authorities by the Distributor in the reporting period. We do not look for details on individual cases (unless our involvement is required) but rather this KPI is intended to demonstrate that Distributor processes and controls are effective (or otherwise)
	2. Target market	Number of deviations from positive target market (or within negative) which relate to the distribution, marketing or promotion of abrdn funds by the Distributor in the reporting period
	3. Complaints	Number of complaints received relating to the distribution, marketing or promotion of abrdn funds or the funds themselves by the Distributor in the reporting period
	4. Marketing incidents	Instances of non-compliance with marketing country requirements and/or errors in marketing materials relating to the abrdn funds in the reporting period
	5. Distribution in prohibited countries	Instances of non-compliance with distributing funds in any jurisdiction where the fund is not permitted to be distributed as determined by the product manufacturer
Format	To be submitted via the KPIs section of the ume portal, at no cost to the Distributor (or submitted by email to distributorkpis@abrdn.com where the Distributor is unable to provide the data through ume)	





Frequency	Required monthly in line with abrdn’s Distributor Governance & Oversight Process. Where a Distributor is unable to submit KPIs monthly, we can accept quarterly or annually. Data must be broken down per month even if submitted less frequently.
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Our process

The [ume portal](#) is free for Distributors. By completing one annual questionnaire, Distributors can send due diligence information to multiple asset managers with the click of a button. For help getting started please contact the Distributor Governance & Oversight team (details below).

Whilst our strong preference is to encourage Distributors to engage with us via ume, creating efficiencies and consistency of approach for all parties, we can accept KPIs via email where required in line with the Distributor’s process. It is expected that a standard industry template will be agreed during 2023. Until such time, abrdn has created a simple excel template (5 data points only, approx. 10 minutes to complete if the data is available to you). The template is available from the Distributor Governance & Oversight Team (details below). Alternatively we can accept the Distributor’s preferred format. Once completed please send to distributorkpis@abrdn.com.

Contact us

The abrdn Distributor Governance & Oversight Team is ready to assist you with any queries. You can also reach out to your dedicated abrdn Client Relationship Manager.

Distributors of UK Funds:	Distributors of Luxembourg Funds:	Send us your KPIs:
UKDistributorGovernance@abrdn.com	LuxDistributionOversight@abrdn.com	distributorkpis@abrdn.com

