

# abrdn – Key stages in the Product Life Cycle

## Key activities:

- Initial post launch review
- Annual Existing Business Reviews
- On-going range management
- On-going product monitoring and reviews for validation
- Potential changes/improvement identified and implemented

## Key sign-offs / approvals:

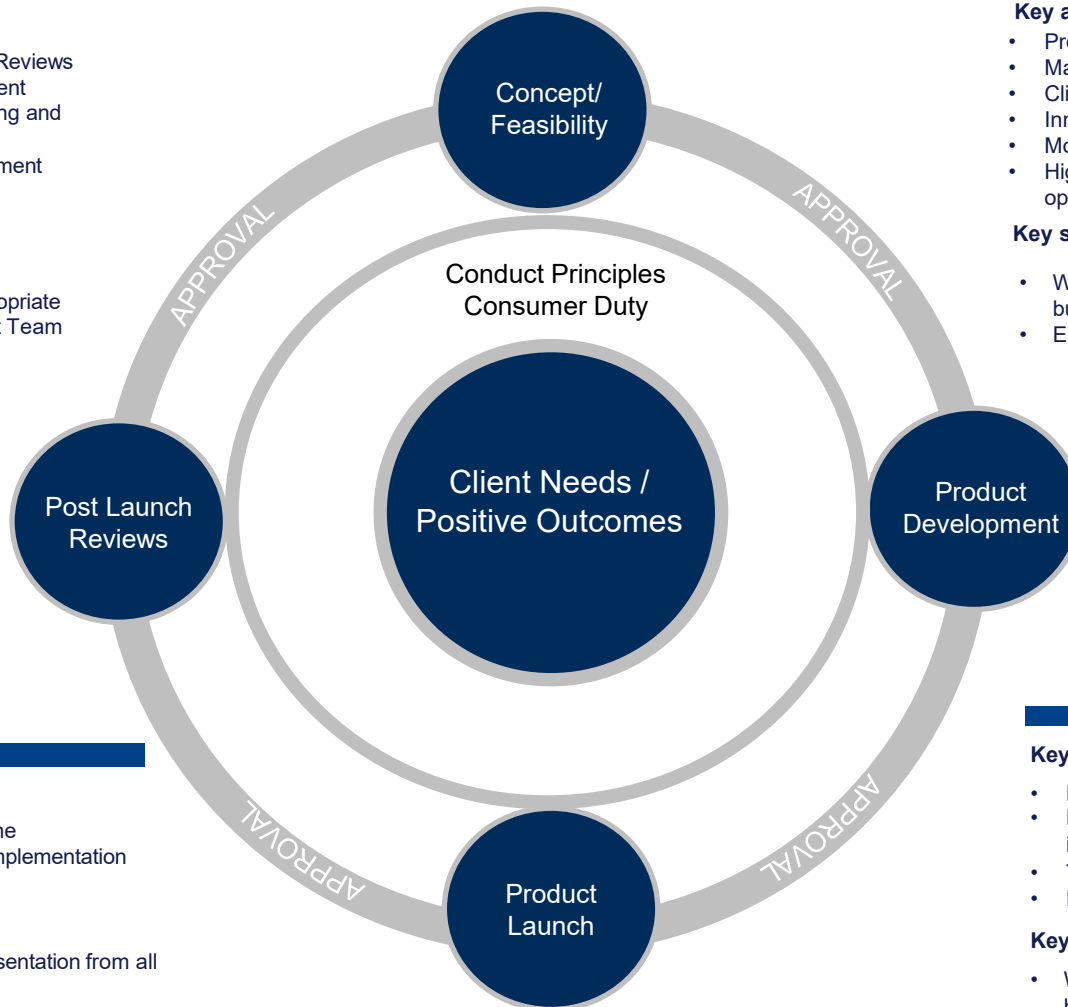
- EMEA Product Forum
- Other Committees as appropriate
- Reviews by abrdn Product Team

## Key activities:

- Product design/proposition
- Market and competitor analysis
- Client testing and target market identification
- Innovation / new ideas
- Model portfolio and risk analysis/stress test
- High level feasibility factors (investment, operational, legal)

## Key sign-offs / approvals:

- Working group sign-off from all relevant business units
- EMEA Product Forum initial paper sign-off.



## Key activities:

- Set product launch timeline
- Operational set up and implementation

## Key sign-offs / approvals:

- Regulatory approval
- Working group with representation from all relevant business units

## Key activities:

- Product design refinement
- Drafting of primary legal documents, including Investment objective and policy
- Target market and distribution strategy
- Fee structure analysis

## Key sign-offs / approvals:

- Working group sign off from all relevant business areas
- Other committees as appropriate
- EMEA Product Forum final paper sign-off
- Management Company (where in place)
- Fund Board