

Morgan Money X white label solutions: Your invisible partner

In today's fast-paced financial landscape, efficient liquidity management is crucial for institutional, wholesale, and professional clients. Morgan Money is a cutting-edge trading and analytics platform designed to optimize liquidity trading. With our white labeling solutions, we provide a customized experience that aligns with your unique business needs.

Morgan Money key features

Product-agnostic global open architecture	Access unbiased information and over 800 global short-term investment solutions in nine currencies.
Consistent client focus	Designed by clients, for clients, our platform incorporates your needs and priorities into its core capabilities. We continually strive to provide the best user experience possible—at no additional cost.
Complete system integration	Enjoy the convenience of connecting the entire platform with any system globally. Choose from Secure File Transfer Protocol (SFTP) or more than 25 Application Programming Interfaces (APIs) available through the app store. In addition Morgan Money offers Single Sign-On (SSO) and iframe options for a seamless connection.
Insightful risk analytics	Access industry research, compare funds using historical data, and gain granular insights into your current investments.
Real-time, on-demand, and customized reporting	Get real-time information, including trades, daily reports, monthly statements, and customized scheduled reports for timely updates.
Rules-based investing for cash optimization	Our proprietary tool, Cash Optimizer, allows you to set up multi-bank, multi-fund automated rules-based investing capabilities across any currency available through the platform.
Industry-leading infrastructure and cybersecurity	Morgan Money maintains over a 99% uptime rate and has been designated a critical application with priority support across JPMorgan.

Morgan Money: A comprehensive liquidity platform

Morgan Money is an intuitive open architecture platform that empowers clients and offers a strong solution for liquidity investments.

800+ short-term investment options

9 currencies, including USD, GBP, and EUR

330+ billion USD in assets under supervision

20 billion USD daily trading volume

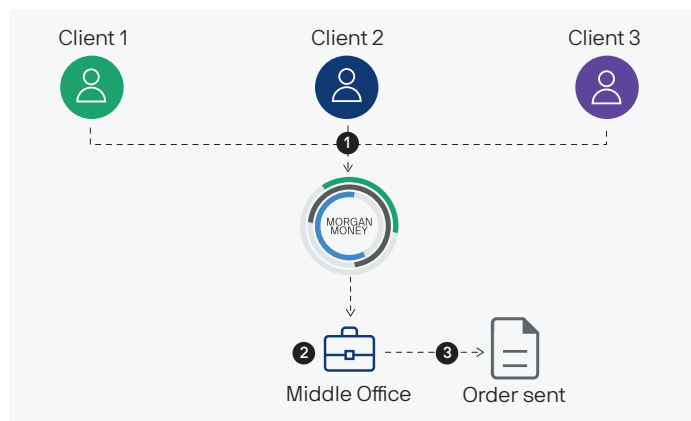


White labeling: Tailored platform solutions

Our white labeling options offer a customizable platform experience, allowing you to maintain your brand identity while leveraging the full power of Morgan Money's technology. Choose from three distinct models or mix and match depending on your business needs.**

1. Omnibus:

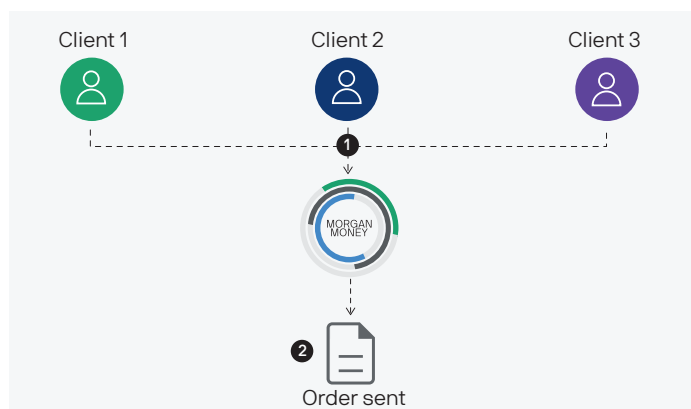
This solution offers white label clients a comprehensive full-stack product encompassing front-end, middle, and back-office functionalities. ❶ Clients enter trades, ❷ trades are netted using our middle office tool, ❸ trades are then pushed to fund providers.



2. Direct to fund:

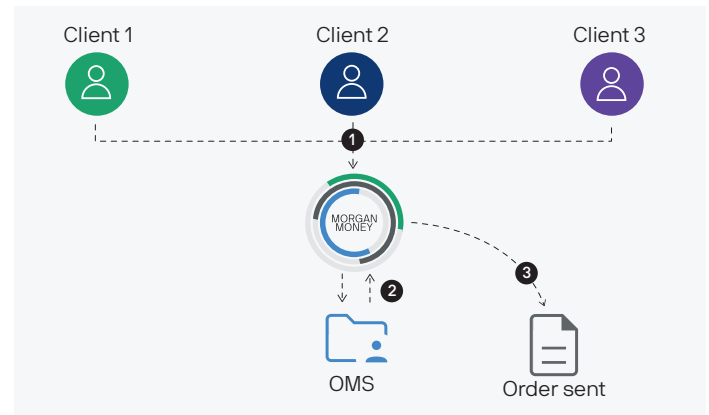
This option provides front-end and back-end solutions. ❶ Clients enter trades, ❷ trades are sent directly from Morgan Money to fund providers. Clients can access consolidated reporting within Morgan Money.

Referral Model: Clients are onboarded with J.P. Morgan and can trade directly with fund providers on a referral basis.



3. Hybrid:

The Hybrid option connects Morgan Money's front and back-end with a third-party record keeper. ❶ Clients enter trades, ❷ traders are sent to the third-party back-end record keeper, netted by the record keeper, and pushed to Morgan Money, ❸ trades are then directed to fund providers.



Why Choose Morgan Money and white labeling?

Partnering with Morgan Money gives you access to a platform that prioritizes client needs, offering flexibility, efficiency, and security. Our white labeling solutions ensure your brand remains at the forefront while benefiting from our state-of-the-art technology and infrastructure.

- **Speed to Market:** Quickly deploy a trading platform without the time and expense of building from scratch, crucial for success in the fast-paced financial industry.
- **Cost Efficiency:** White labeling significantly reduces the high costs of development and maintenance, minimizing both upfront and ongoing expenses.
- **Branding and Customization:** Tailor the platform to your brand and design preferences, creating a unique experience for your end users.
- **Expertise and Support:** Leverage Morgan Money's comprehensive support, maintenance, and updates for a consistently reliable platform.
- **Regulatory Compliance:** Morgan Money handles regulatory compliance, streamlining the process and alleviating the burden of navigating complex requirements.

**Pricing structures vary by solution and customization. Please contact your Morgan Money representative for more information.

- **Focus on Core Business:** By outsourcing the trading platform, dedicate more resources to core competencies like client acquisition, marketing, and strategy development.
- **Scalability and Global Reach:** The platform's scalability allows businesses to adapt to growing client volumes and trading activity. Morgan Money's global reach and access to multiple markets enable clients to expand their product and service offerings.
- **Competitive Edge:** Access to a sophisticated trading platform provides a competitive advantage, helping to attract and retain users who demand a reliable and feature-rich trading experience.



Partner with Morgan Money to navigate the complexities of liquidity trading with confidence. Contact your Morgan Money representative today.

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