

## Your Partner for Success in Alternative Asset Management Business

### ALTERNATIVE INVESTMENTS CAN OFFER SOLUTIONS IN CURRENT MARKET ENVIRONMENT

Many institutional investors are aware that in the current market environment traditional investments do not offer attractive risk-adjusted returns bringing about that “business as usual” based on traditional investments only will result in institutional investors missing their investment targets. Consequently, many investors reconsider adding alternative investments to their portfolios or extending their businesses into developing and managing alternative investment solutions encouraged by claims from alternative investment industry that they are able to provide less correlated and superior risk-adjusted returns that could help investors in meeting their investment objectives.

Generally speaking, many investors are attracted to alternative investments for following main reasons: diversification, performance and protection. Firstly, as alternative investments could have low correlation to other traditional asset classes they could be combined in a portfolio in such a way that a risk-return profile of the whole portfolio would be improved. Secondly, the alternative investment space attracts some of the most talented managers that offer flexible and innovative strategies with superior performances that can improve overall investor’s returns. Thirdly, many alternative investment managers implement rigorous risk management practices and aim to earn positive returns independently of (traditional) market directions offering attractive risk-return profiles and downside protection. Last but not least, there are many empirical results showing that alternative investments deliver superior risk-adjusted performance and provide diversification benefits over the business cycles and even during the most difficult macroeconomic environment – like the ones that might dominate the market environment in the near future.

### BUT THERE ARE ALSO MANY CHALLENGES

Despite many attractive features that alternative investments could offer there are also many challenges that investors in alternative investments face: lack of transparency, illiquidity, high fees, excessive leverage, high complexity, as well as the risk that many managers are not capable of delivering what they promise, may not have adequate investment processes or a supportive infrastructure, or even intentionally misrepresent facts. In addition, investors face challenges on internal operations side too as an involvement in alternative investments may (often) require changes in operations and management in order to efficiently integrate alternative investments into existing portfolios or businesses.

Investors need also to be aware that there is no single way to invest in alternative investments neither there is a single strategy or product that suits all investors. However, there is a wide range of solutions that take individual considerations into account and are transparent and systematic in their approach. Consequently, the success in alternative asset management business doubtlessly requires additional skills, knowledge and appropriate processes and management solutions - other than commonly applied with traditional investments. And only detailed and systematic approach based on those skills could enable that alternative investments become an important part in institutional investor’s portfolios.

### WE CAN HELP WITH SOLUTIONS - WHO ARE WE?

We are an independent alternative investment advisor and manager specialises in hedge funds, alternative investment business development and volatility-tail risk management.

As a boutique firm of modest size, based in London and with the global client base, we offer a high quality service on the basis of expertise and experience of Mr. Mario Ledencan, founder and the managing partner. Mario has more than sixteen years of experience in the financial industry with an emphasis on Hedge Funds, Asset Management and Trading and is solely responsible for all firm-wide matters, including building and managing of entire operations, advisory service and investment activities. Mario is supported by diverse experienced professionals who bring complementary skills acquired over many years in different areas of financial services.

Prior to the launch of TreevestCapital, Mario was a Member of the Core Investment Committee, Head of Trading and Hedge Fund Manager at Aquila Capital where he was involved in building the business from scratch and significantly contributed in transforming a four-person company into a successful alternative investment specialist with €3.6 bn AUM. Aquila Capital was named European Hedge Fund Firm of the year 2010 and 2012. Prior to joining Aquila Capital, Mario worked as a senior equity derivatives trader for leading international banks in London and Frankfurt, thus gaining firsthand experience and a profound knowledge of derivative instruments and structured products, and on investing and hedging strategies. Mario is a regular international speaker on the industry’s conferences and training circuits.

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### WHAT KIND OF SOLUTIONS DO WE OFFER?

We offer consulting and bespoke advisory services on challenges and solutions within four connected areas:

<b>Controlled investing in Hedge Funds &amp; External Manager Selection</b>	<ul style="list-style-type: none"> <li>▪ Setting investment objectives and constrains</li> <li>▪ Hedge fund selection: quantitative &amp; qualitative analysis, due diligence</li> <li>▪ Risk management &amp; portfolio construction with hedge funds</li> <li>▪ Integration of hedge fund investments into traditional portfolios and/or businesses</li> </ul>
<b>Alternative Investment Business Development</b>	<ul style="list-style-type: none"> <li>▪ Alternative Investment business development: set up, organisation, management, improvements and optimisation</li> <li>▪ Valuation, reporting, distribution, investor relations</li> <li>▪ Investment tools &amp; methods: derivatives (hedging &amp; investing), ETFs &amp; absolute return solutions</li> </ul>
<b>Risk Management</b>	<ul style="list-style-type: none"> <li>▪ Proactive identification of risk factors</li> <li>▪ Efficient Management of risk factors</li> </ul>
<b>Volatility-tail risk management solutions</b>	<ul style="list-style-type: none"> <li>▪ Volatility solutions &amp; management</li> <li>▪ Tail-Risk solutions &amp; management</li> </ul>

Our services addressing hedge fund / asset managers only are described in our Introduction to Service for Hedge Fund / Asset Managers.

### HOW CAN CLIENTS RECEIVE OUR SERVICE - SOLUTIONS?

We offer our service as:

- Consulting and bespoke advisory service on timely, task, project and performance basis,
- Interim management,
- External manager/trustee of active management mandates.

### WHY WE CAN PROVIDE SOLUTIONS AND ADD VALUE TO OUR CLIENTS?

Our strength is our:

<b>Experience</b>	First-hand experience: building a business from scratch of one successful award-winning European alternative investment company as a member of the core investment team; 16+ years of investment management experience, 10+ years in hedge fund business, 6+ years direct client advisory service...
<b>Expertise</b>	Having all-around knowledge of alternative investment business enabling us to provide solutions in fast and easy way across and combining different areas of expertise.
<b>Network</b>	Many years of developing a good quality network of professionals from diverse areas of financial business and maintaining personal relationship to key decision makers.
<b>Independent status</b>	Being 100% independent we can serve our clients in their best interest without any conflict of interest.
<b>Flexibility</b>	Our clients decide where, when and how they will enjoy the benefits of our service - globally.
<b>High ethic</b>	Our guiding principles are to maintain high level of legal and ethical business practices and to employ all our experience and knowledge to contribute to an ethical and transparent financial industry.

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### WHAT BENEFITS COULD OUR CLIENTS RECEIVE?

- ✓ **Receive additional competences and/or benefit from the transfer of expertise**  
We bring additional competences, new ideas and challenge conventional wisdom and solutions.
- ✓ **Lower overall costs, improve the business cost-effectiveness and flexibility**  
We help your budgeting by converting fixed costs into variable and enable you to fill personal gaps or develop new management and investment ideas in flexible and cost-effective way.
- ✓ **Increase transparency and understanding**  
We pinpoint crucial and overseen management and investment factors, look deep behind manager's marketing pitch and/or help you to understand complex investment products and their implementation in the practice.
- ✓ **Improve risk management and increase the overall business stability**  
We practice forward-oriented risk management enhanced beyond common legal requirements and practices.
- ✓ **Improve flow of quality information for strategic and tactical decisions**  
By constantly interacting with various members of business community we have a good overview over the financial industry and trends, and can help you to recognise your unique strength and improve your business.
- ✓ **IMPROVE RETURNS & BUSINESS**

### OUR GOAL IS TO WIN AND RETAIN YOU AS OUR CLIENT

- **Institutional Investors:** pension funds and trustees, foundations, charities, endowments, sovereign wealth funds, local authorities, corporate and insurance company treasurers, fund of funds, family offices and private banks
- **Managers:** hedge fund managers, alternative asset managers & niche asset managers

We can help you in finding high quality solutions and meeting or exceeding your business objectives in Alternative Asset Management Business - in transparent, flexible and cost-effective way.

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PROVIDING GROWTH & PROTECTION FOR YOUR CAPITAL

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THANK YOU  
WE LOOK FORWARD TO DOING BUSINESS WITH YOU!