

## Your Partner for Success in Alternative Asset Management Business

### HEDGE FUND MANAGERS FACE MANY CHALLENGES IN CURRENT MARKET ENVIRONMENT

For many hedge fund managers, the current market environment is becoming increasingly challenging. Not only that they struggle with inflated market uncertainties and regulation burdens, managers increasingly face challenges in bringing their strategies and products to investors, mainly due to their lack of knowledge or underestimates of the process of meeting investor's requirements and developing of adequate processes of bringing their strategies to investors.

Considering the fact that the institutional investors have begun to progressively dominate the hedge fund investor scene, hedge fund managers must adapt or amend their operations and investor relation activities, in order to meet their sophisticated investment criteria. Additionally, competition among managers is growing higher each year. Former prop traders and asset managers are launching new hedge funds and are targeting the same groups of investors. Consequently, in spite of many manager's capabilities in delivering the alpha, they struggle to bring their strategies and products to investors, mainly due to lack of appropriate operations or inadequate investor relations.

### BE AWARE OF OPPORTUNITIES

Many institutional investors have started to reconsider adding hedge funds, and other alternative investments to their portfolios, because of their awareness that the traditional investments are failing to bring attractive risk-adjusted returns in the current market environment. However, from the investor's point of view, challenges are faced in finding of attractive alternative investment opportunities, due to lack of transparency and understanding, non-liquidity, high charges, excessive leverage and high complexity as well as the risk that many managers are incapable of delivering what they promise, lack the adequate investment processes or a supportive infrastructure, or even intentionally misrepresent facts and information.

Consequently, managers that are aware of difficulties faced by investors, as well as their sophisticated investment requirements, could become the winners in this highly competitive battle. Managers would win by providing adequate solutions to the targeted investors - in an acceptable and understanding manner. As a result, they would be able to attract substantial assets under management, and gain access to the long-term oriented investors who could, through their long-term investment commitments and understanding of their strategy and organisation, significantly contribute to manager's overall stability.

### WE CAN HELP - WHO ARE WE?

We are an independent alternative investment advisor and manager specialises in hedge funds and an alternative investment business development. Our client base consists of institutional investors on the one side, and hedge fund / asset managers on the other. To hedge fund / asset manager we offer consulting and bespoke advisory service on challenges and solutions aiming to improve operations, to increase assets under management and to gain long-term stability\*.

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.

\*Our services addressing Institutional Investors only are described in our separate Introduction to Service for Institutional Investors.

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### WHAT KIND OF SOLUTIONS DO WE OFFER?

Consulting and bespoke advisory services on challenges and solutions within four connected areas:

<b>Business Development</b>	<ul style="list-style-type: none"> <li>▪ Setting up, organisation, management, improvements and optimisation</li> <li>▪ Analysis of current operational and investor relations activities</li> <li>▪ Operational improvements - an efficient operational infrastructure is the backbone of every successful asset management company which has an important impact on the performance, and all facets of the investment process, including capital raising and investor relationship activities. Institutional investors have a systematic approach that seeks evidence of an optimal operational structure implemented by a prospective hedge fund manager</li> <li>▪ Pinpoint crucial factors or inadequate approaches</li> <li>▪ Deliver recommendations, suggest solutions and assist with implementation</li> </ul>
<b>Preparation for Due Diligence process</b>	<ul style="list-style-type: none"> <li>▪ Advice on due diligence best practices - the more sophisticated the investor, the greater the sophistication of the due diligence process.</li> <li>▪ Preparation and training for investor's due diligence process - depending on the potential investor, approach will differ</li> </ul>
<b>Introduction to institutional investors</b>	<ul style="list-style-type: none"> <li>▪ Elaborate the capital raising strategy</li> <li>▪ Organise introductions to institutional investors – systematic and bespoke</li> <li>▪ Capital raising</li> </ul>
<b>Investor Relations</b>	<ul style="list-style-type: none"> <li>▪ Ongoing and proactive support for investor relationship activities</li> <li>▪ Investors' long-term commitment is based on transparency and understanding – developing of a clear, proactive communication</li> <li>▪ Effective management of information flow</li> <li>▪ Effective management of external relationships with investors</li> <li>▪ Assistance on strategic positioning</li> <li>▪ Conference attendance</li> </ul>

### 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.

Our approach is bespoke and direct. We are a trusted prolonged member of client's team and can either fully take over the task of meeting client's business development objectives or support an existing business development and investor relations activities as an outsourced expert with additional competences.

### WE WANT 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 improving your business, meeting investor's requirements, winning and retaining investors and gaining long-term stability - in transparent, flexible and cost-effective way.**

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### 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. As an experienced manager and investor who understands investor's mindset, their motivations and decision making environment we maintain personal relationship to key decision makers and build long-term relationships based on understanding, high quality service and trust.
<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.

### WHAT BENEFITS COULD OUR CLIENTS RECEIVE?

- ✓ **Access to a broad network of investors and capital introduction**  
Business is personal! Forming part of the hedge fund community is a lengthy process based on sound, credible decisions and a trusted contact network.
- ✓ **Receive additional competences and/or benefit from the transfer of expertise**  
We bring additional competences, ideas 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 in flexible and a cost-effective way.
- ✓ **Improved level of operational and marketing activities**  
We provide increased familiarity with investors' due diligence process and knowledge of what is required to attract investors' capital, thus resulting in being considered an attractive partner for institutional investors.
- ✓ **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 BUSINESS & GAIN LONG-TERM STABILITY**  
Partnering with TreevestCapital will ensure, through our pro-active approach, that your business receives the required support to achieve operational excellence recognised by the institutional investors, thus resulting in a long-term stability.

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**PROVIDING GROWTH & PROTECTION FOR YOUR CAPITAL**

Institutional investors please send your enquiry to: [Investors@TreevestCapital.com](mailto:Investors@TreevestCapital.com)

Hedge Fund/Asset Managers please send your enquiry to: [Managers@TreevestCapital.com](mailto:Managers@TreevestCapital.com)

All other enquires please send to: [Info@TreevestCapital.com](mailto:Info@TreevestCapital.com)

**THANK YOU**  
**WE LOOK FORWARD TO DOING BUSINESS WITH YOU!**