

**ALCEDA TO EXPAND SERVICE OFFERING IN ALTERNATIVE INVESTMENTS FOR INSTITUTIONAL INVESTORS****Increasing demand for structuring solutions under AIFMD**

**Luxembourg, 21 October 2013** – Alceda has appointed Christian Holste as Managing Director of Alceda in Germany, further extending its management team in order to develop the business under the Alternative Investment Fund Managers Directive (AIFMD). Christian will work to expand the service offering and sales activities of structuring solutions for Alternative Investments targeted at institutional investors.

He has over 20 years of experience in investment banking and sales for fixed income and structured products having worked for companies including UBS Germany, Salomon Smith Barney/Citigroup, Barclays Capital and JP Morgan. At UBS Germany, Christian was responsible for the strategic development of the Fixed Income department in Germany and Austria as well as a member of the Executive Board at UBS Investment Bank. Before joining Alceda, Christian acted as CEO at Banque Bauer in Geneva, Switzerland.

**Christian Holste, Managing Director of Alceda Advisors GmbH said:** *“We are seeing increasing demand for Alternative Investments particularly within Private Equity, Hedgefunds and Real Assets. Alceda is an established player in the market, recognised for its multi-structuring solutions across Traditional and Alternative Investments as well as Real Assets. I look forward to working with the existing team to continue to drive the business forward.”*

**Michael Sanders, Chairman of the Board of Alceda Fund Management S.A. said:** *“With the ongoing regulatory changes impacting the financial industry, we are seeing increasing demand for individual structuring solutions. In order to meet this demand, we looked to further strengthen our team and are delighted to welcome Christian Holste to Alceda. He is an invaluable addition to the team given his in-depth industry knowledge coupled with his significant experience in structuring solutions for institutional investors including pension schemes and utility companies.”*

**For further information, images or meetings please contact:**

**Alceda Fund Management S.A.**

Catherine Burgy

T. 0049 40. 471 10 77-903

E. [presse@alceda.lu](mailto:presse@alceda.lu)

**Newgate Communications**

Alistair Kellie / Madeleine Palmstierna

T. 0044 20. 7680 6558

E. [alceda@newgatecomms.com](mailto:alceda@newgatecomms.com)

**About Alceda**

Alceda Fund Management is a leading independent structuring specialist in Europe dedicated to the structuring of traditional and alternative investments. Alceda provides asset and fund managers, banks and family offices with tailored investment solutions and global access to investors and distribution partners. In addition, Alceda offers institutional investors the choice of a range of innovative investment strategies from highly specialised fund boutiques worldwide.

Established in 2007, Alceda is represented in 4 countries, with offices in Luxembourg, Hamburg, London and Hong Kong. With over 60 employees worldwide, Alceda has over \$7bn in Assets under Administration across a variety of products.

The Alceda UCITS Platform (AUP) is the largest independent UCITS platform in Europe. The AUP enables fund and asset managers to structure their investment strategies in a UCITS format. The AUP also offers managers access to an established network of distribution partners and marketing and communication services. For more information please see: [www.alceda.lu](http://www.alceda.lu)