

>> Alceda – your independent structuring specialist in UCITS solutions <<

Alceda 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. Alceda is a market leader in structuring UCITS solutions and has a wealth of experience in this field. This is reflected by Alceda's strong competitive position in the market, with the AUP being the largest independent UCITS platform in Europe.

UCITS (Undertakings for Collective Investment in Transferable Securities)

UCITS is the investment vehicle of choice for many investors globally, who are attracted by its regulated format as well as the transparency and liquidity that UCITS offers. At the same time alternative asset managers are equally attracted to UCITS due to the greater distribution flexibility that it provides and the opportunity to significantly expand their investor base.

Launching a product independently can be an expensive and resource-intensive process that often involves a high level of complexity. Rather than undertaking the launch and administration of their product themselves, many investment managers prefer to

concentrate on their core competencies: asset management and return generation. Partnering with Alceda in launching a UCITS fund therefore provides the ideal fast and cost efficient solution.

Bringing structuring expertise and distribution capabilities together



Subject to supervision by the CSSF (Commission de Surveillance du Secteur Financier)

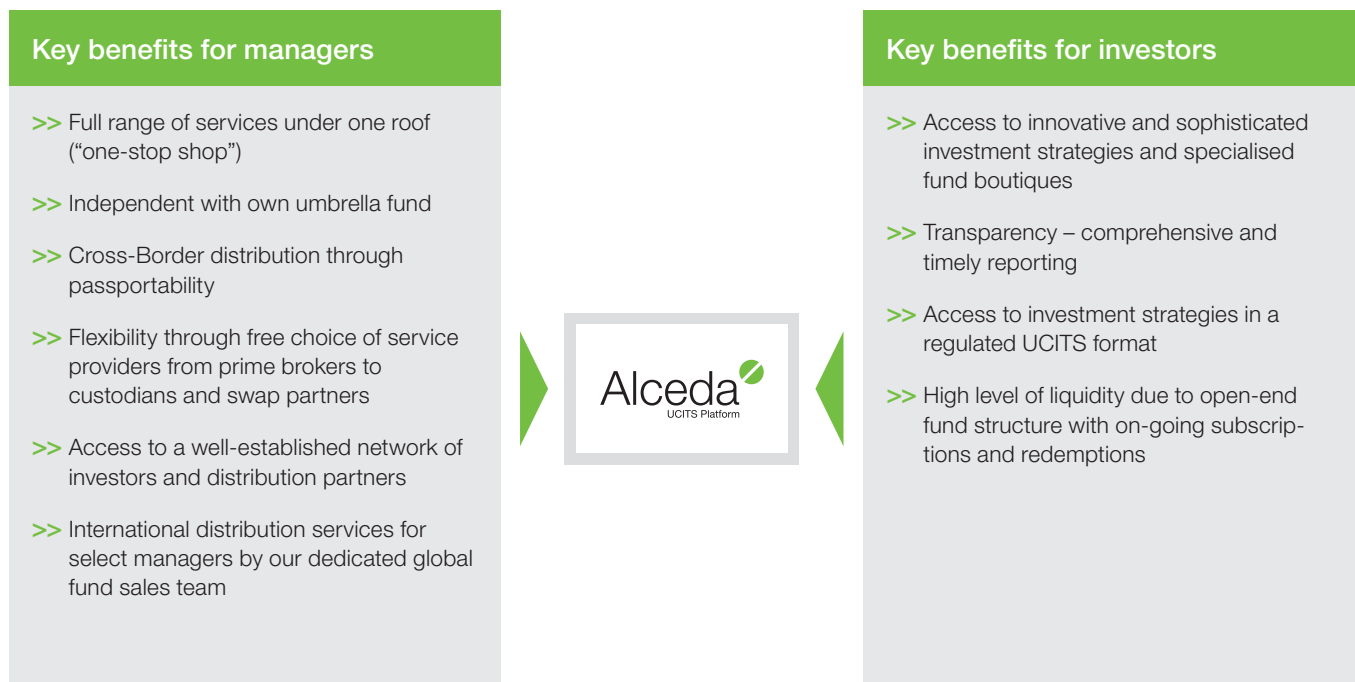
>> Alceda UCITS Platform –

your access to excellent investment opportunities worldwide <<

The Alceda UCITS Platform (AUP) enables fund and asset managers to structure their investment strategies in a UCITS format, which is a stamp of EU-wide regulatory approval and qualitative hallmark for transparency and risk management. As an independent label provider with an open architecture platform, fund managers are able to choose their preferred counterparties for trades, custody services, audit and fund accounting. Alceda functions as an efficient

administrative platform which enables fund managers to focus on the successful implementation of their investment strategies. In addition, the AUP also offers managers access to an established network of distribution partners as well as dedicated marketing and communication services. The Alceda UCITS Platform provides investors with a choice of successful and innovative investment strategies with a diverse range of styles and investment philosophies.

Your benefits at a glance



The AUP's strong competitive position in the market is reflected by the numerous accolades it has been awarded:



Best UCITS Platform
11th Annual European Fund of
Hedge Funds Awards 2012



Best UCITS Platform
Hedgeweek Awards 2011



Best UCITS Platform
UCITS HFS Index Awards 2011



>> International distribution services for our preferred partners <<

Alceda's dedicated fund sales team function aims to help managers optimise fund distribution and achieve their full sales potential. Alceda offers managers access to strong distribution networks, close partnerships and/or exclusive distribution arrangements.

Upon the fulfillment of certain product criteria, such as a certain level of fund AUM, a three year live strategy track record and convincing performance, Alceda works in close cooperation with the manager to develop an in-depth distribution concept that includes the identification of potential clients and the planning of targeted marketing and distribution activities.

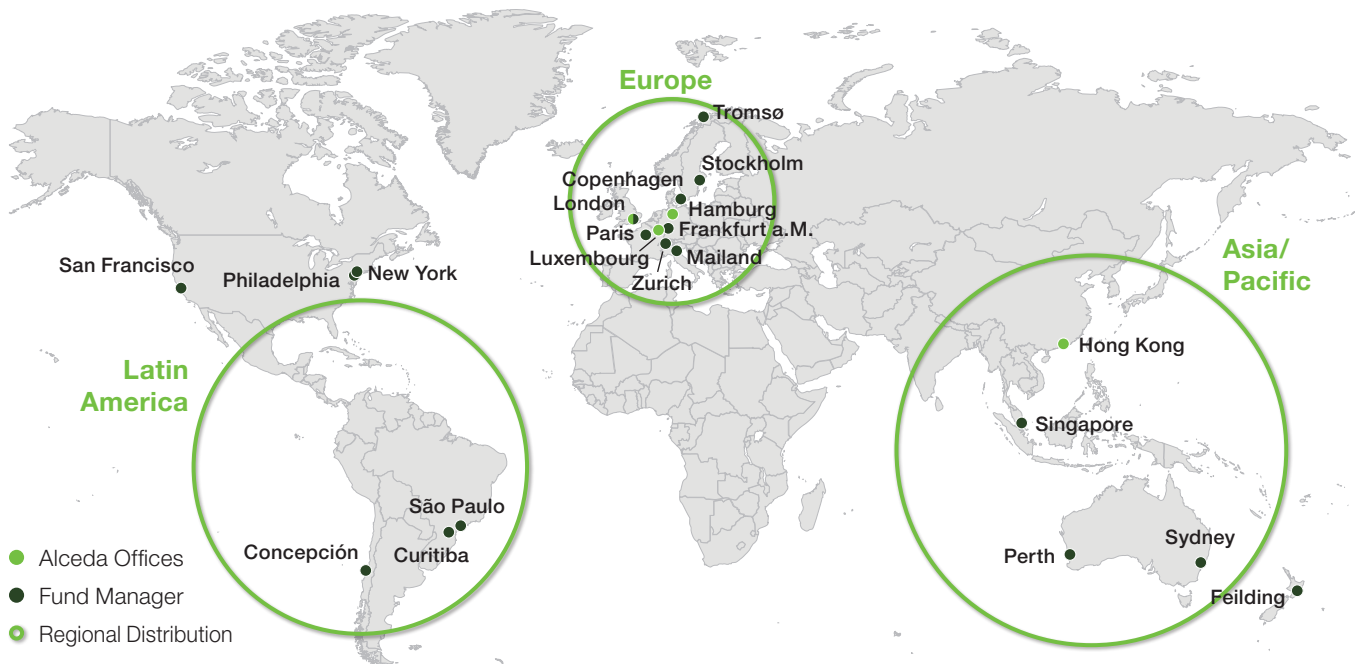
At Alceda, we recognise that sophisticated marketing, dedicated client servicing capabilities and powerful distribution channels are essential requirements for the successful distribution of a fund. That is why we provide the preferred managers on our UCITS platform with comprehensive marketing and distribution services from day one. A further advantage of our service offering is the flexibility that we are able to provide to our clients.

The objective is to support managers in growing their business with an emphasis on institutional clients (pension funds, foundations, consultants, family offices, private banks and insurers) as well as the broader financial community and public.

We offer our preferred partners an extensive sales and marketing service that includes the creation of marketing materials such as factsheets, PR activities, inclusion of the fund on Alceda's website, as well as the provision of fund data to dataproviders. Notably, our exceptional service continues after the launch of the product, with our client advisory team providing dedicated support during the entire lifetime of the product.

Alceda organises numerous roadshows and web-conferences that provide managers with the opportunity to present their funds to our broad distribution network. Managers also have the option to join Alceda at key industry events, where they can present their funds together with Alceda at our professionally presented exhibition stands.

>> Alceda – Connecting investors and managers globally <<



Memberships



Association of the
Luxembourg Fund
Industry



Bundesverband
Alternative
Investments e.V.



bsi Bundesverband
Sachwerte und Invest-
mentvermögen e.V.



BVI Bundesverband
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