

SOLUTIONS FOR HEDGE FUND MANAGERS

Institutional investors are becoming increasingly relevant to hedge fund managers. In fact, 86% of our surveyed hedge fund clients reported seeing a significant or higher impact on their growth since targeting institutional investors. However, many firms have little experience courting the institutional investing community. Institutional investors offer “stickier” allocations – but require greater transparency. In the noise that a competitive market creates, distribution and marketing are becoming increasingly important.

Strategically expand your global footprint

- Gain access to the largest distribution channel in the global institutional investment community.
- Be certain that your funds are seen. Populate the eVestment database with complete and timely information. There is no cost to update the database.

Perform competitive analysis – see how you stack up

- Meet your specific set of needs through a full suite of analytics solutions.
- Learn how you compare to peers and benchmarks.
- Find out what strategies others are following and how your product line-up looks.
- Create polished materials to support presentations and investment philosophy.

Minimize time and effort while increasing viewership

- Optimize your staff and time with a full-service solution for updating multiple databases at one time.
- Ensure that you are well-represented in the databases most important for your firm and product – and meet the deadlines while eliminating costly errors in data.
- Gain advice on populating characteristics that matter the most to potential investors.

FAST FACTS

Traditional vehicles in database:
41,000+

Alternative vehicles in database:
27,000+

1.33 million annual profile views
across all client types

Over 750 global institutional
consultant and investor clients

74% of the top 50 consultants as
ranked by *Pensions & Investments* in
2015 use eVestment

eVestment acquired PerTrac and
Fundspire in 2012

Recognition

Top database maintained and most
important database as ranked by
managers in a 2014 Cerulli manager
survey

Named “Most Influential Database” by
FundFire

Ranked as the No. 1 “Must Be In”
consultant/third party database in
the *Money Management Letter* and
*iiSearches 2014 Consultant Relations
Survey*

Named to the Inc. 500/5000 lists of
fastest growing private companies
every year since 2007

Our Clients Say

81% of surveyed hedge fund
clients agreed that using eVestment
solutions allowed them to evaluate
their products through the same lens
consultants and investors are using for
evaluation

86% of surveyed hedge fund clients
said they have seen a significant or
higher impact on their growth since
targeting institutional investors



Quickly and easily create professional marketing materials highlighting your fund.

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Analytics

eVestment Analytics is a suite of next-generation solutions with tiered options to ensure your specific set of needs are met. Analytics provides a competitive analysis tool for asset managers — complete with built-in reporting capabilities for professional marketing materials plus advanced interactive capabilities for efficient workflow.

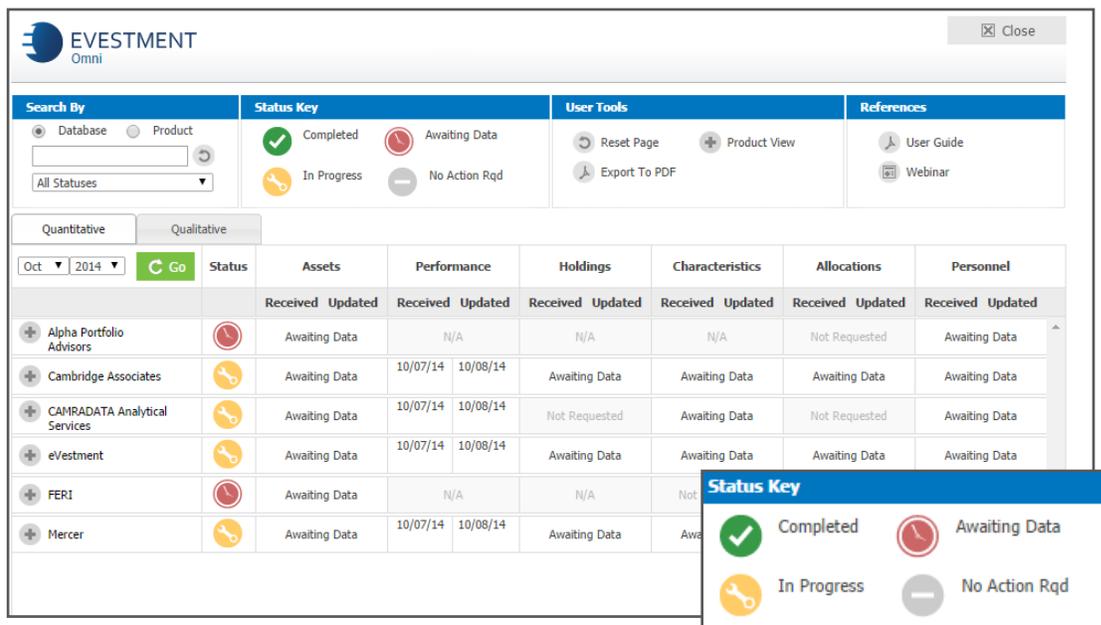
eVestment SpotlightSM Analytics: A cutting-edge, web-based analytics technology solution for peer and competitive fund analysis across asset classes — with access to the most critical data points. Spotlight also includes customizable dashboards, dynamic search capabilities and interactive charting that lets you quickly alter timeframes and drag and drop strategies, indexes or universes in and out of your analysis.

eVestment SpectrumSM Analytics: A robust, cloud-based solution with rich data across traditional and alternative asset classes for peer comparison with advanced query capabilities to search on over 2,800 fields. Plus use additional functionality to construct portfolios and allocate assets. Create charting, reporting and Excel exports for custom analysis, in addition to building custom fact sheets using our interactive publishing module. Spectrum also features exploratory research with customizable dashboards, dynamic search capabilities and interactive charting that lets you quickly alter timeframes and drag and drop strategies, indexes or universes in and out of your analysis.

eVestment QuantumSM Analytics: A dynamic, web-based solution comprised of a complete set of tools built for heavy performance analysis, screening, research, fund positioning and portfolio construction. With Quantum, you can incorporate the depth and breadth of the eVestment traditional and/or alternatives datasets — over 2,800 searchable data points — as well as third-party and custom data. Included are features such as portfolio construction, modeling and monitoring, optimization using the Markowitz Efficient Frontier allocation model, liquidity analysis, returns-based style analysis and Monte Carlo simulation. Quantum is also complete with interactive capabilities like drag-and-drop charting, interactive profiles and personalized dashboards.

Omni

eVestment Omni helps you minimize time and effort required when reporting periodic data, while increasing viewership — and success — in consultant and third-party databases. eVestment can help you generate and submit data files in the formats required for traditional and hedge fund databases with the essential information consultants and investors want. Our full-service custom data entry for quantitative and qualitative information simplifies the process and saves you time. It also includes specialized service for hedge fund managers in need of marketing consultation, assistance with registration processes and monthly updates.



The screenshot shows the eVestment Omni dashboard interface. At the top, there's a search bar with options for 'Database' and 'Product'. Below that, a 'Status Key' section uses icons to represent 'Completed' (green checkmark), 'Awaiting Data' (red circle with slash), 'In Progress' (yellow wrench), and 'No Action Rqd' (grey minus sign). A 'User Tools' section includes 'Reset Page', 'Product View', and 'Export To PDF'. A 'References' section lists 'User Guide' and 'Webinar'. The main table has columns for 'Assets', 'Performance', 'Holdings', 'Characteristics', 'Allocations', and 'Personnel', each with 'Received' and 'Updated' sub-columns. A 'Status' column uses the same icons as the key. A 'Go' button is visible next to the table headers. A 'Status Key' popup is overlaid on the bottom right of the table.

	Status	Assets		Performance		Holdings		Characteristics		Allocations		Personnel	
		Received	Updated	Received	Updated	Received	Updated	Received	Updated	Received	Updated	Received	Updated
Alpha Portfolio Advisors	Awaiting Data			N/A		N/A		N/A		Not Requested		Awaiting Data	
Cambridge Associates	Awaiting Data			10/07/14	10/08/14	Awaiting Data		Awaiting Data		Awaiting Data		Awaiting Data	
CAMRADATA Analytical Services	Awaiting Data			10/07/14	10/08/14	Not Requested		Awaiting Data		Not Requested		Awaiting Data	
eVestment	Awaiting Data			10/07/14	10/08/14	Awaiting Data		Awaiting Data		Awaiting Data		Awaiting Data	
FERI	Awaiting Data			N/A		N/A		Not Requested				Awaiting Data	
Mercer	Awaiting Data			10/07/14	10/08/14	Awaiting Data		Awaiting Data				Awaiting Data	

With the Omni dashboard, you can be sure of the status of each of your database submissions. Three statuses alert you to where each update stands.

eVestment provides a flexible suite of easy-to-use, cloud-based solutions to help the institutional investing community identify and capitalize on global investment trends, better select and monitor investment managers and more successfully enable asset managers to market their funds worldwide. With the largest, most comprehensive global database of traditional and alternative strategies, delivered through leading-edge technology and backed by fantastic client service, eVestment helps its clients be more strategic, efficient and informed.