



Corporate Presentation

.....2016



Introduction to Agenda Invest

About Agenda Invest



Agenda Invest provides solutions to entrepreneurs, their families and their businesses. Our partners can rely on us to preserve and increase their wealth, opening new doors for their companies as well as simplifying their personal lives.

We help them reinvent themselves everyday while finding concrete answers to their complex problems. Through our ground-breaking investment philosophy, we are able to rationalise the management of a portfolio while generating attractive returns. We believe in networks, communities and families, as the fundamental elements of our society, able to boost innovation and entrepreneurial creativity. Our unique understanding of technology enables us to deliver outstanding performance in all the areas we operate in.

Founded in 2010, Agenda Invest operates out of London, Geneva and Lugano. We oversee over USD 1bn in AUA and are regulated by the UK Financial Conduct Authority

Why Agenda Invest



We believe that the combination of talented individuals from diverse backgrounds and the innovative asset management tools is what makes Agenda's offering unique.

We are committed to providing an all-round service which ranges from new areas of operation for one's business to liquid and illiquid investments and lifestyle management tools

Agenda provides full transparency in managing portfolios along with the ease of monitoring via a simple iPad application across different mandates

Investing diligently and correctly is critical. Central to this is simultaneously preserving existing capital away from risks of ultimate loss, while exposing this same capital to carefully selected investment risks drawing from the broadest universe possible.

Agenda Invest Services



Asset Management

- Discretionary Portfolio Management
- Investment & Strategic Asset Allocation Advisory
- Third Party Manager Selection
- Consolidation Statements
- Risk Management
- Completion Portfolios
- Investment Office Outsourcing
- White Labelled Fund Distribution

Family Governance

- Tax & Legal Structuring
- Inheritance Planning
- Relocation Issues
- Administration
- Concierge

You



Your Family

Corporate Finance/Direct Investments

- Mergers & Acquisitions
- Debt Financing
- Capital Structure Advisory
- Direct Investments/Private Equity
- Joint Ventures
- Club Deals
- Business Development
- Property Investments

Assets & Liabilities Management

- Private Jets
- Luxury Car Collections
- Art
- Wine
- Other Collectibles



Investment Approach

Our Investment Philosophy



- Central to our strategy is **preserving existing capital** away from risks of ultimate loss, while exposing this same capital to **carefully selected investment risks** drawing from the broadest universe possible.
- We earn our partners' trust by being **open and transparent** at every step we take with them.
- We use the state-of-the-art quantitative framework of **Expected Drawdown Management** to control the potential of overall future portfolio losses to levels that are pre-defined and comfortable for each of the portfolios.
- We also use a unique mathematical approach to formalise expected co-drawdowns between investment risks and therefore **manage the portfolio's risk of loss continuously**.

Our Investment Philosophy cont.



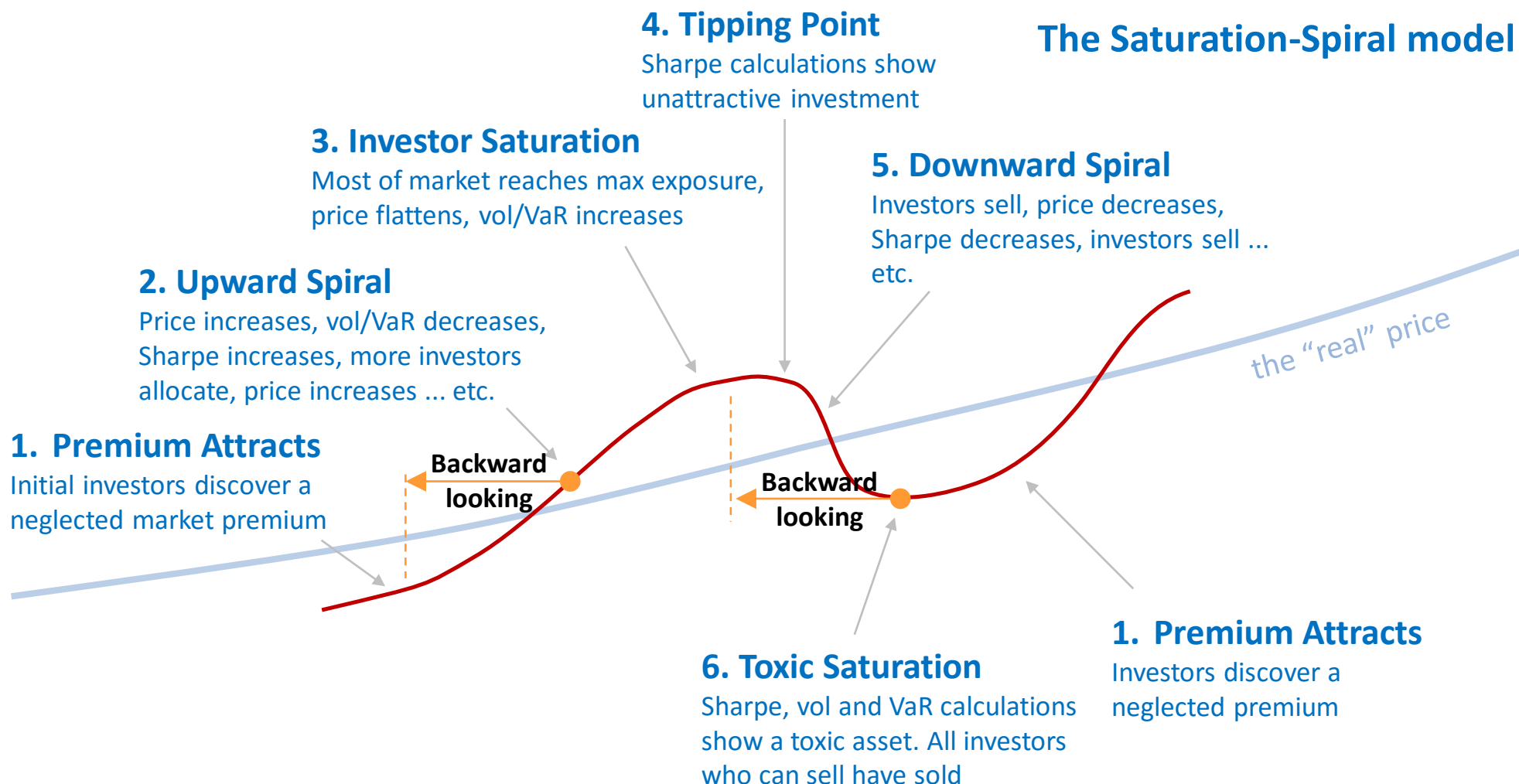
- At Agenda, we have used our long experience to fully understand our individual biases and behavior which in turn enables us to **understand the market's psychology**
- We follow a strict investment process that assesses where we are now and what will happen in the future of the markets. As human nature in investing is driven by short-term rewards and recent past, so conversely our process is driven by perceptive forward-looking investment views over the **next cycle of five to eight years**
- We have **no boundaries** in our investment approach. Every investment opportunity is compared with every other opportunity, whether it is shorting a bond, buying an emerging market equity position or initiating a momentum trading strategy buying and selling commodities
- Our approach might be described as non-correlated multi-asset, but we see it as simply determining the **best subset of investment opportunities** no matter how it is classified

Our unique Investment Strategy is illustrated in detail in the following slides.

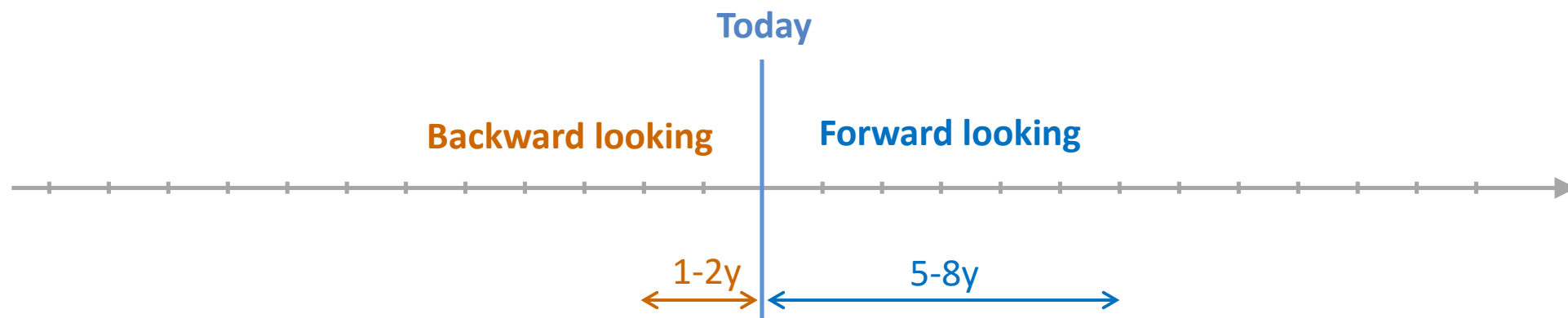
Market cycles can be broadly forecasted with behavioural psychology



... because almost all participants are short-term backward looking



How can we take advantage of this non-economic herding behaviour



Market uses *VaR, Volatility, Sharpe Ratio*

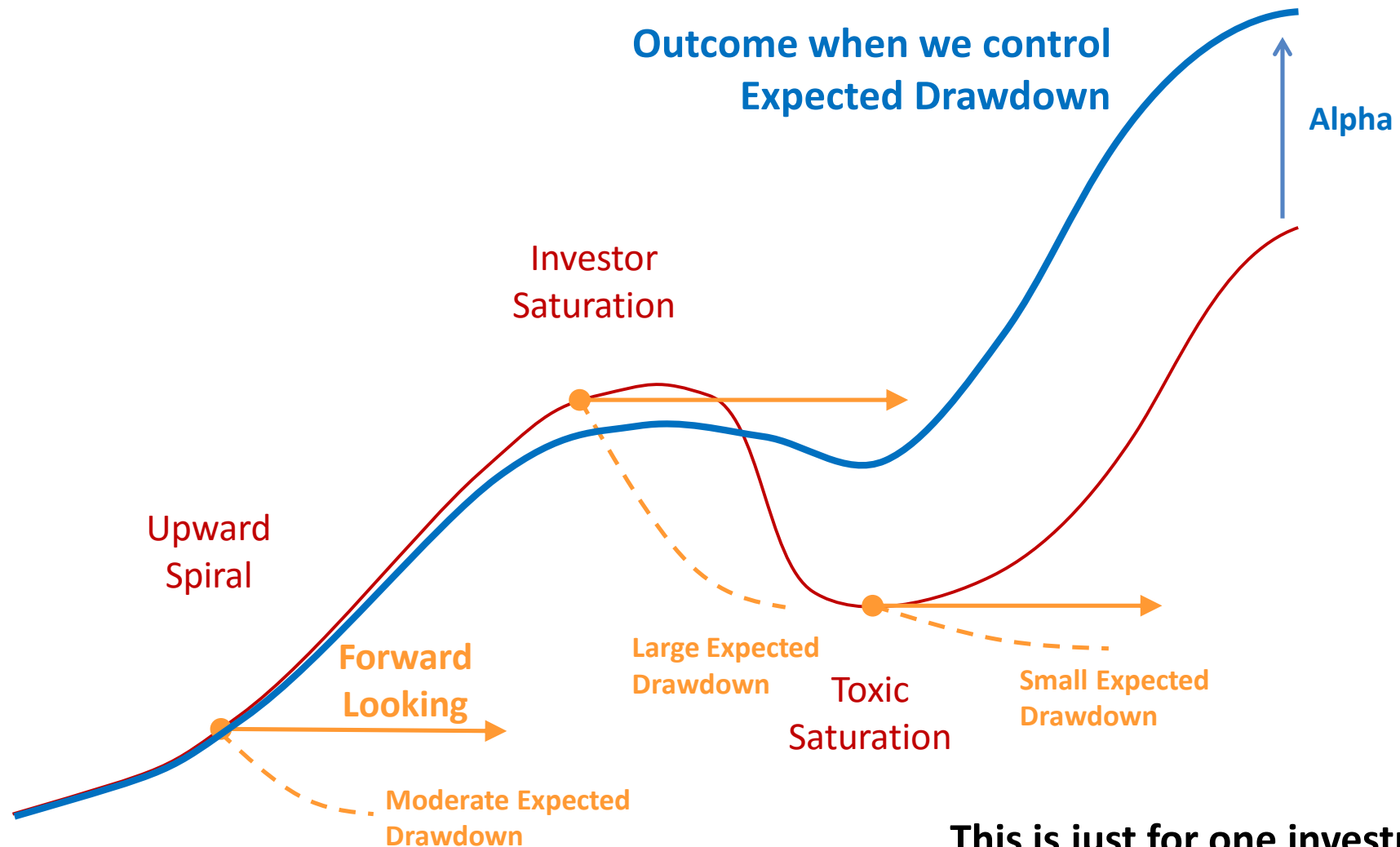
Most of the market use these backward-looking, short-term statistics to measure risk and investment attractiveness

Agenda uses *Expected Drawdown*

Estimate potential peak to trough loss in context of next market cycle (forward-looking and long-term)

Discretionary scenario analysis to describe next market cycle. Uses data as far back as appropriate, including public equity and bond data starting from 1896

Expected Drawdown approach provides a better investment outcome

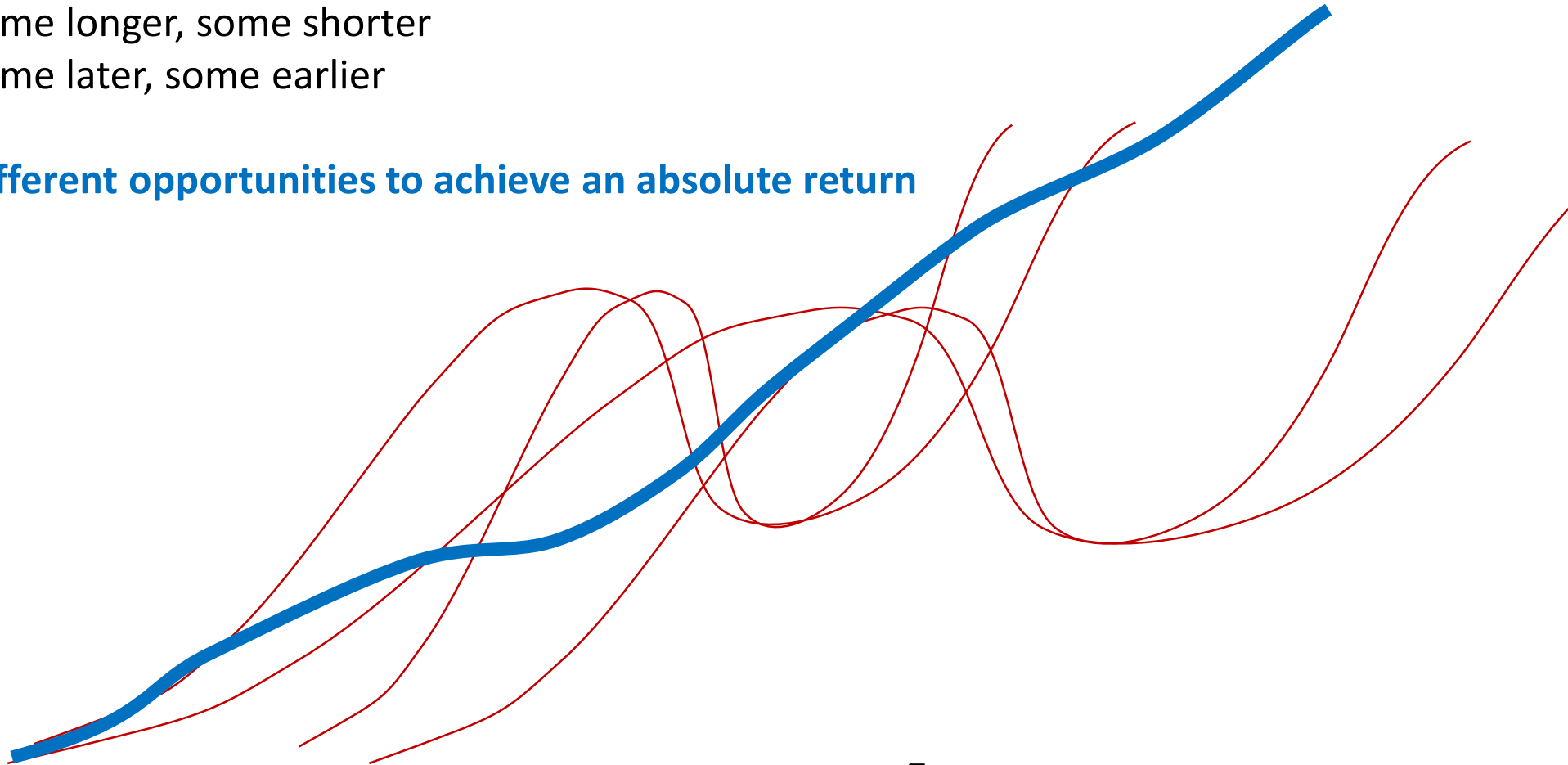


This is just for one investment

Apply to different investments with different cycles for absolute returns

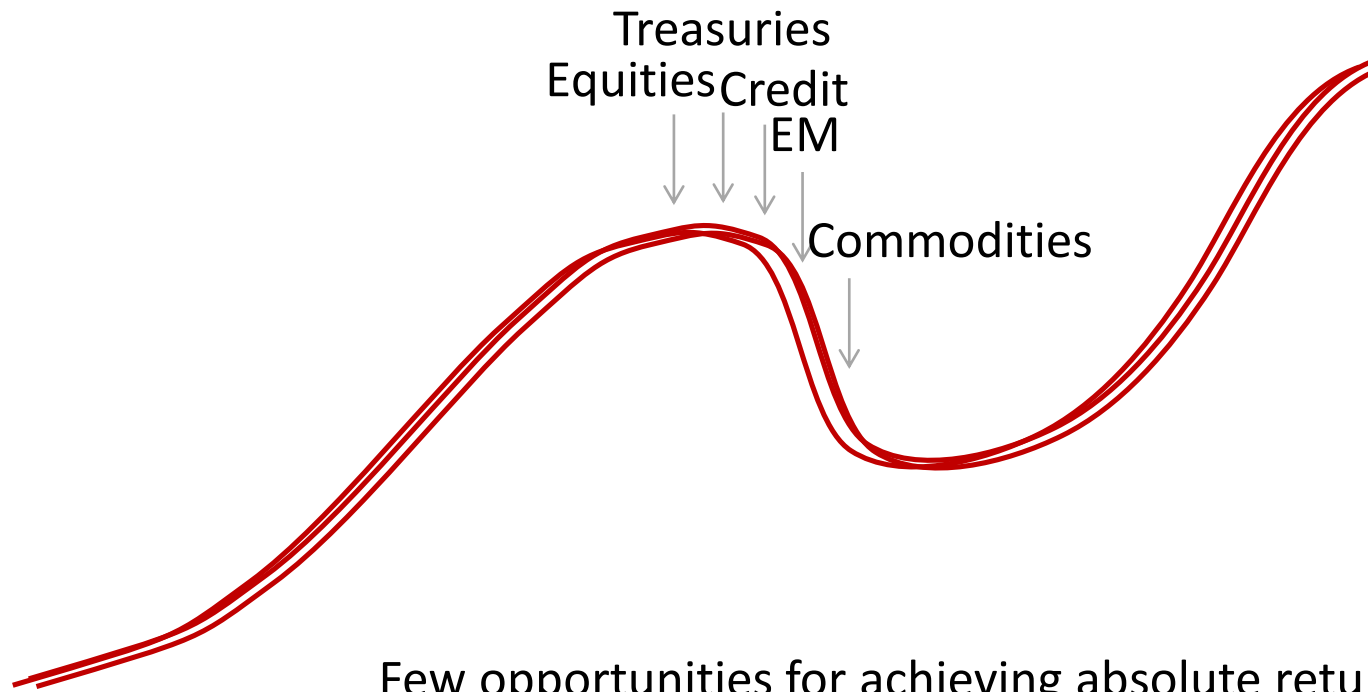
Some longer, some shorter
Some later, some earlier

Different opportunities to achieve an absolute return



Except ...

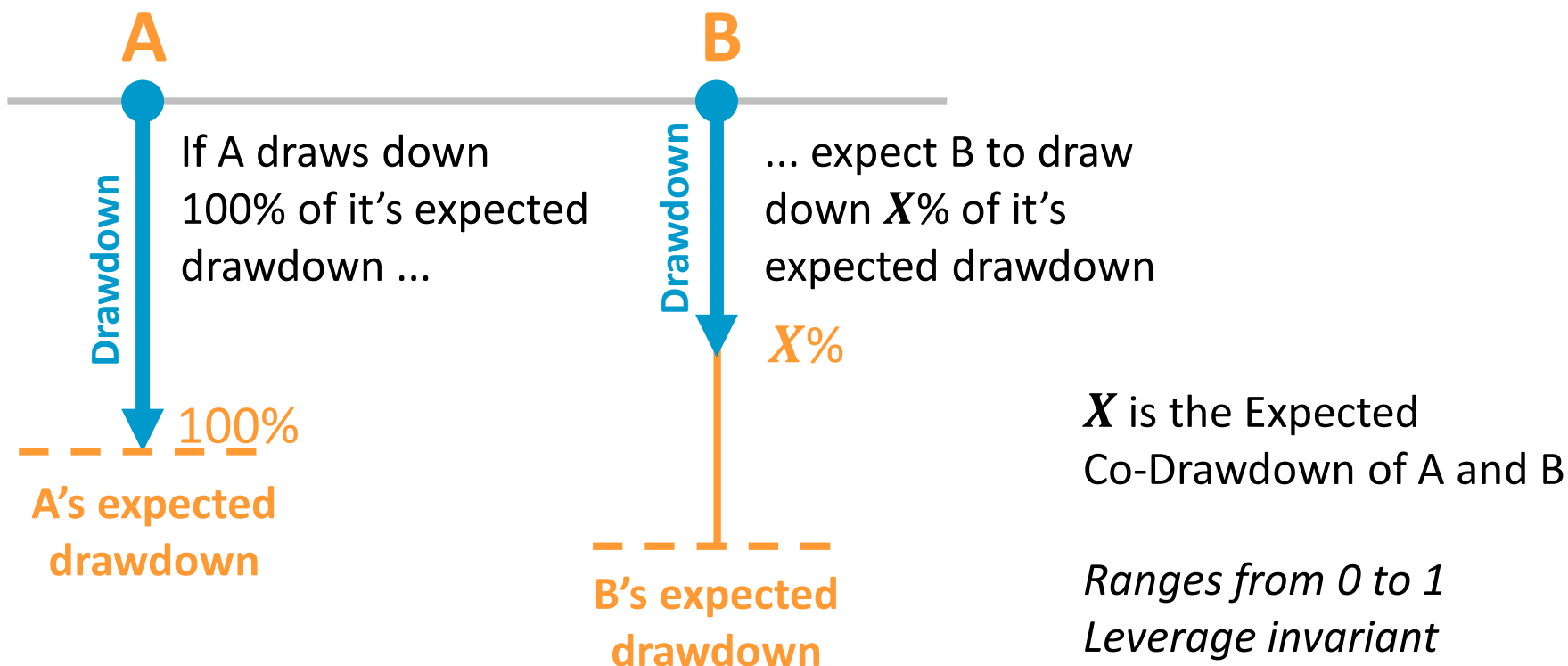
What if traditional choices are all around the same point in the next cycle (including treasuries)



Few opportunities for achieving absolute returns

These would have high **Expected Co-Drawdown** to each other

Definition of Expected Co-Drawdown (a recent mathematical concept)

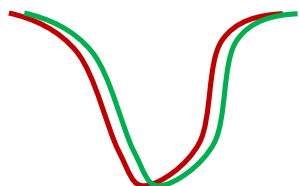


This new concept should be what every portfolio manager cares about the most when building a good investment portfolio

Expected Co-Drawdown used by Agenda identifies related risk premia



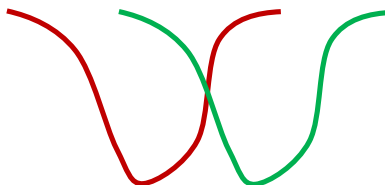
**A & B Always
Lose Together**



Losses Always Combine

Co-Drawdown = 1

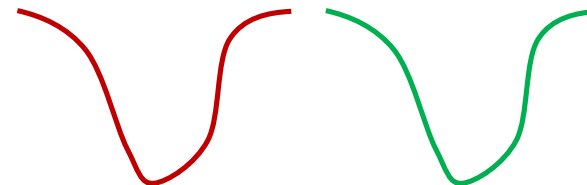
**A & B Sometimes
Lose Together**



Losses Sometimes Combine

Co-Drawdown = 0.5

**A & B Never
Lose Together**



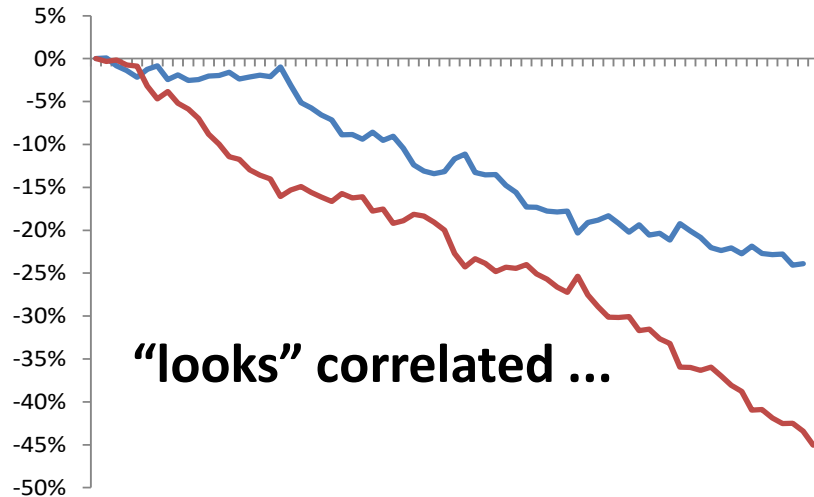
Losses Never Combine

Co-Drawdown = 0



Co-Drawdowns and correlations can be very different numbers

Example 1

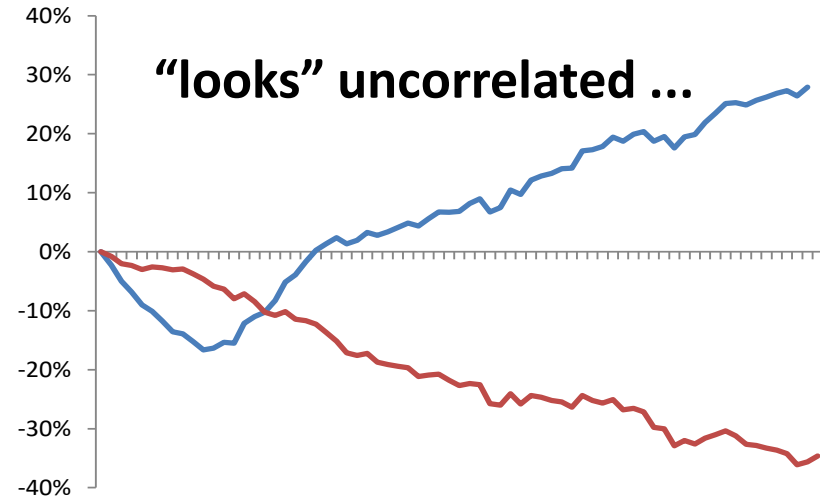


Correlation **-0.97**

Co-Drawdown **0.96**

Negative correlation even though both losing money together

Example 2

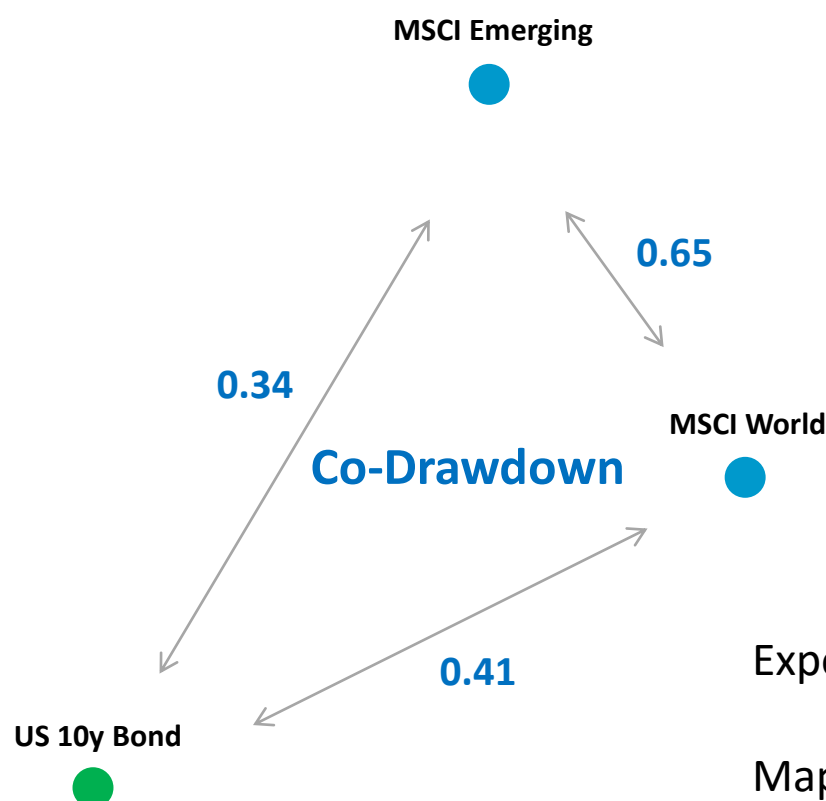


Correlation **0.97**

Co-Drawdown **0.39**

Positive correlation even though one is up and one is down

Unique Cluster Map analysis allows us to “see” the financial markets



Higher Co-Drawdown = points closer together
Co-Drawdown of 1 means points at same position

Points positioned relative to every other point

Exposures that have losses together will cluster together

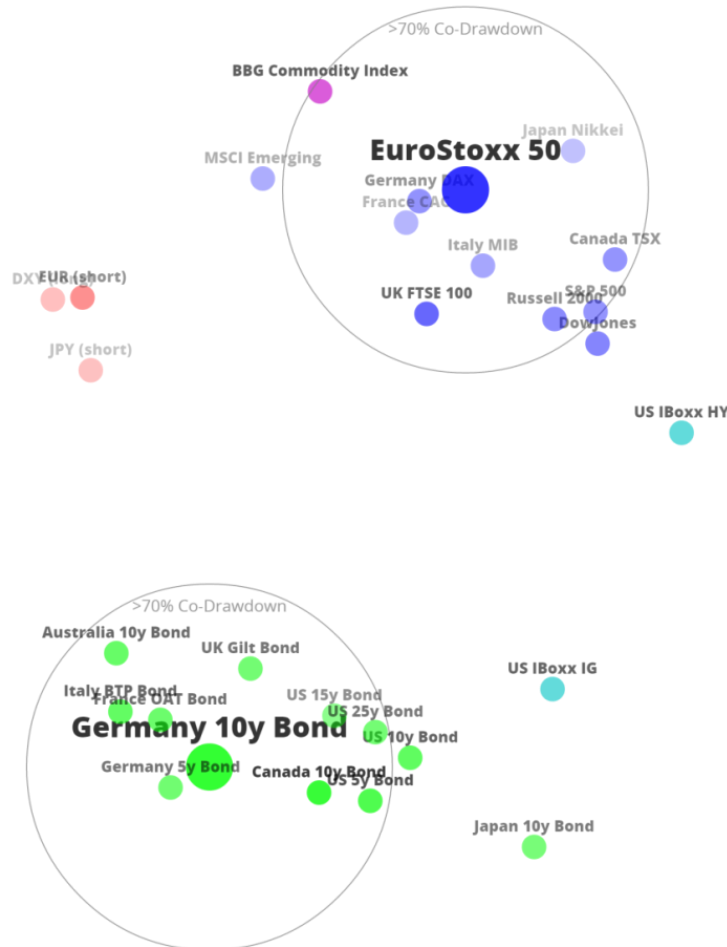
Map has no X/Y axes, only distance matters

Analogy is looking at the night sky with constellations of stars (the sky has no specific axes)



Traditional asset allocation exposures shown on a Cluster Map

Cluster Map



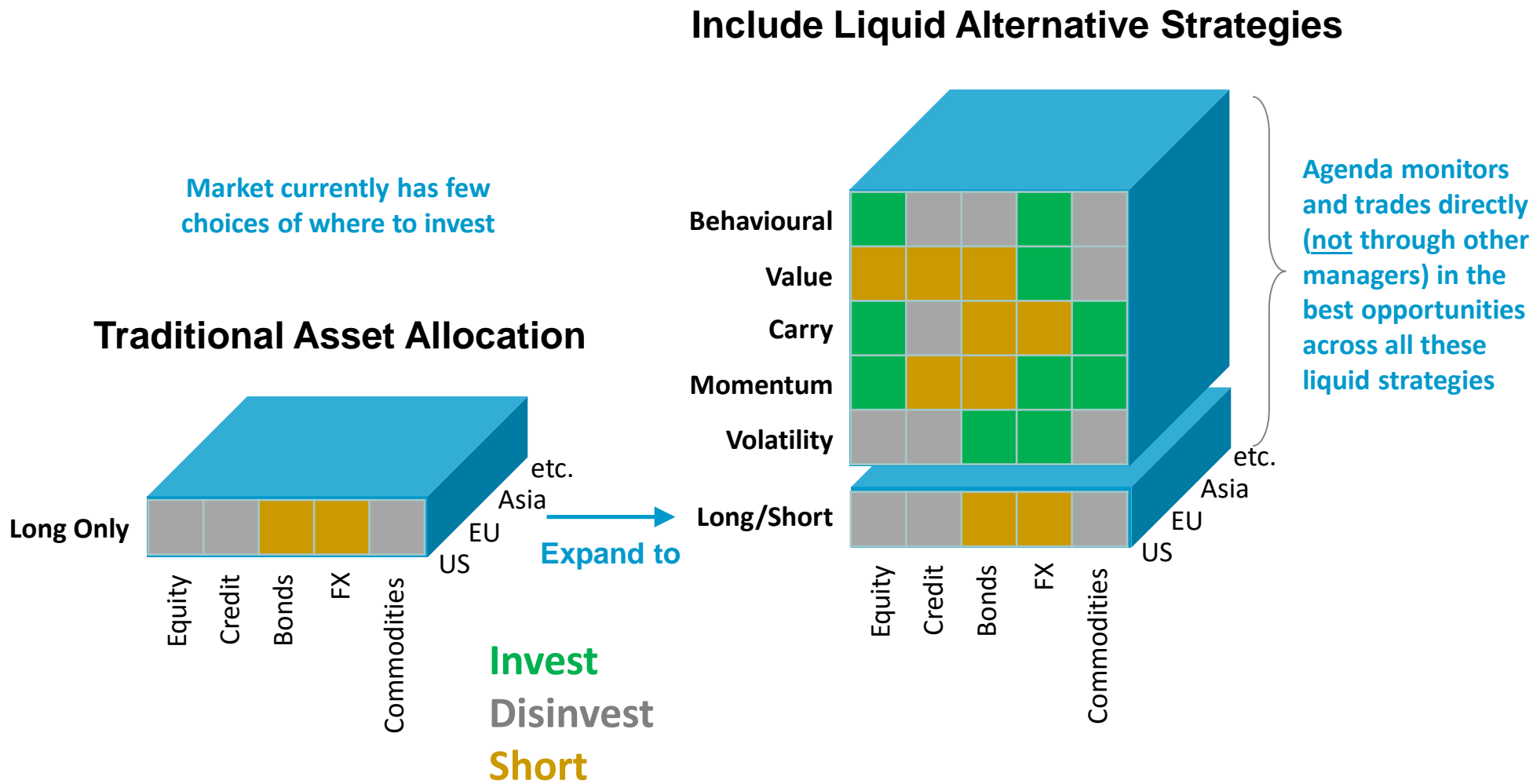
EuroStoxx and Bunds highlighted
Circle for scale (>70% Co-Drawdown)

Equity indices in Blue
Bond indices in Green
Commodities in Purple
Credit in Light Blue
Currencies in Red

Co-Drawdowns calculated using daily
data from inception for every index
series

Source: FountainArc proprietary analysis and technology. All rights reserved.

Agenda invests with truly different cycles using alternative strategies



Agenda uses liquid alternative strategies in addition to traditional

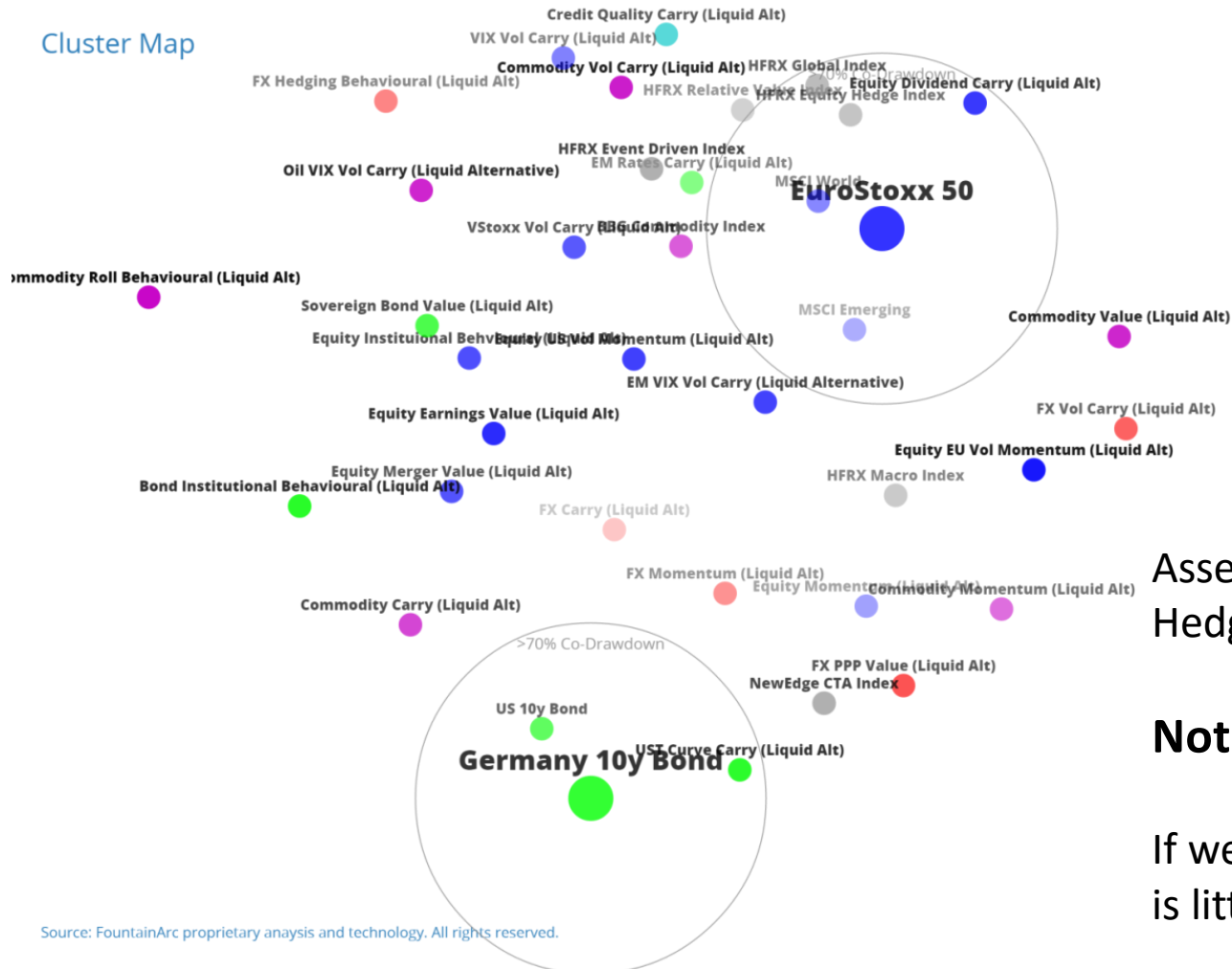


Momentum	Carry	Value	Behavioural
FX Momentum	FX Carry	FX PPP Value	FX Hedging Behavioural
Commodity Momentum	FX Vol Carry	Commodity Value	Commodity Roll Behavioural
Equity Momentum	Commodity Vol Carry	Sovereign Bond Value	Bond Institutional Behavioural
Equity US Vol Momentum	Commodity Carry	Equity Earnings Value	Equity Institutional Behavioural
Equity EU Vol Momentum	UST Curve Carry	Equity Merger Value	
	EM Rates Carry		
	Credit Quality Carry		
	Equity Dividend Carry		
	Equity Vol Carry		

All are daily liquidity



Liquid alternative strategies shown on a Cluster Map





Prefer selecting investments with high Expected Premium Ratio

We want the highest Expected Premium (“premium” is the return during normal markets) but with the lowest Expected Drawdown

i.e. we want the highest ...

$$\text{Expected Premium Ratio} = \frac{\text{Expected Premium}}{\text{Expected Drawdown}}$$

Sometimes premium is explicit (e.g. in bond yield or credit spread)
Other times it must be estimated

Also important ...

$$\text{Investment Recovery in Years} = \frac{1}{\text{Expected Premium Ratio}}$$

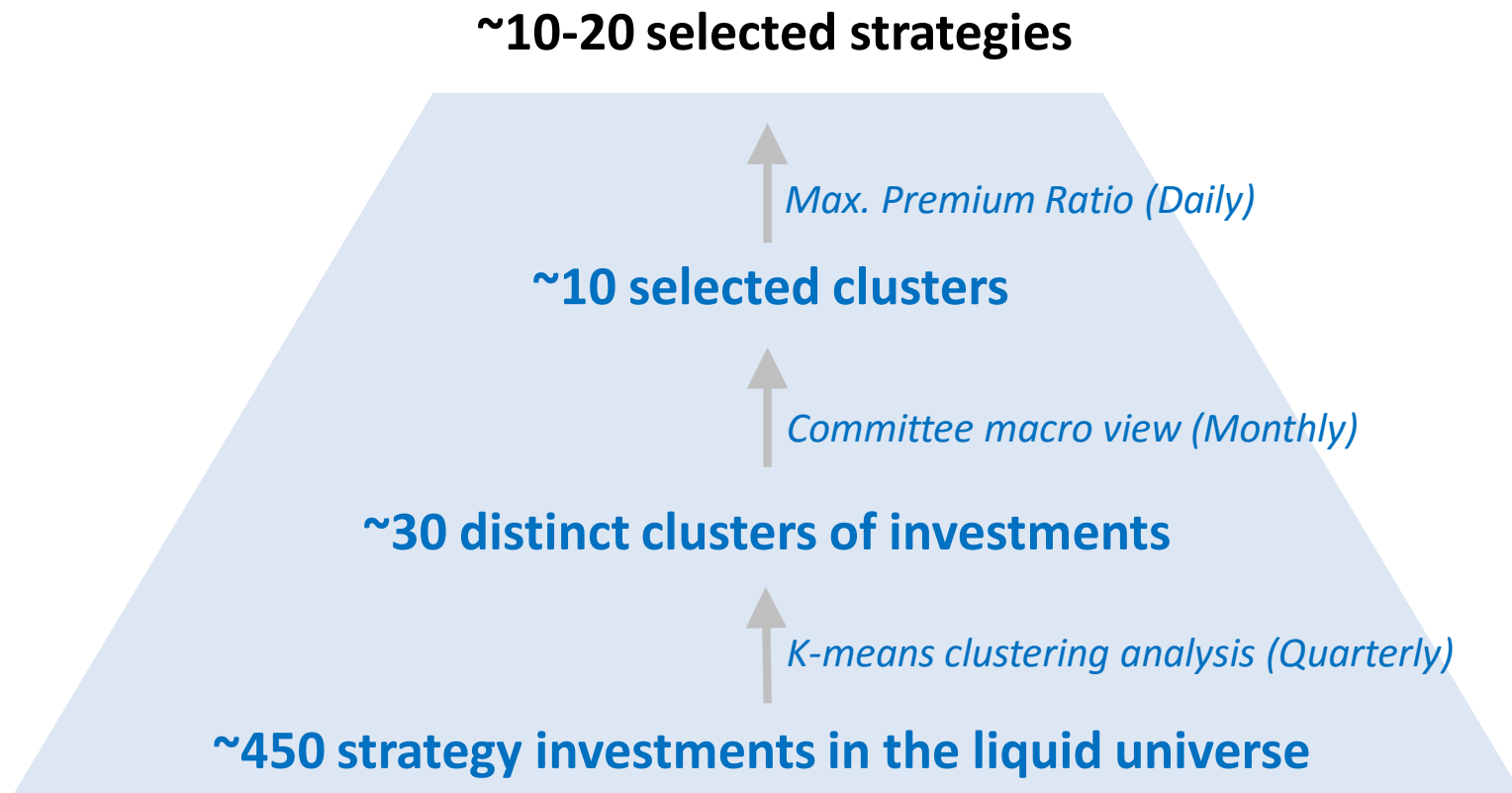


Investment Process (for implementation)

All strategies are formally classified into a cluster using a automatic clustering approach

The most attractive clusters based on macro view are reviewed

The positions with highest premium ratio within those clusters are selected





Strategies implemented by trading liquid securities

Sample Selection

1. Equity Dividend Carry (Liquid Alt)
2. Equity Momentum (Liquid Alt)
3. Equity US Vol Carry (Liquid Alt)
4. Nasdaq
5. Japan Nikkei
6. Russell 2000
7. S&P Healthcare
8. Commodity Vol Carry (Liquid Alt)
9. Commodity Value (Liquid Alt)
10. Gold vs G10 Basket
11. DXY S (long)
12. FX PPP Value (Liquid Alt)
13. Germany 10y Bond
14. Germany 5y Bond
15. US 10y Bond (short)
16. US 2y Bond (short)
17. UST Curve Carry (Liquid Alt)

Dynamically trades

1. Futures
2. FX Forwards
3. ETFs
4. Treasury Bonds
5. Cash
6. Index Swaps
7. Interest Rate Swaps
8. Listed Options

Size of exposure taken will always be daily liquid



Biographies

Chi Lee, Chief Investment Officer

Chi leads the investment strategy and investment processes at Agenda Invest

Chi was previously responsible for managing US\$1bn AUM in institutional mandates at GAM as the Head of Investment Risk and Portfolio Manager. He developed, launched and lead managed all alternative risk premia mandates until he left in November 2014. He successfully grew the strategy in a partnership with Barclays from an initial US\$50m seed investment in 2011 as a result of developing state-of-the-art quantitative techniques such as the mathematics behind Expected Co-Drawdowns.

Prior to joining GAM in January 2008, he originated and structured credit derivatives on the Fixed Income trading floor with Morgan Stanley, and before that, he was Head of Quantitative Research with a fund that is now part of LGT Capital.

He was awarded a BA with First Class Honours in Computer Science from Cambridge University and an MBA With Honors in Finance from the Wharton School where he was a Fulbright Scholar. He has been approved by the US SEC and HK SFC previously, and is currently approved by the UK FCA. He is also a certified FRM with the Global Association of Risk Professionals.



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