

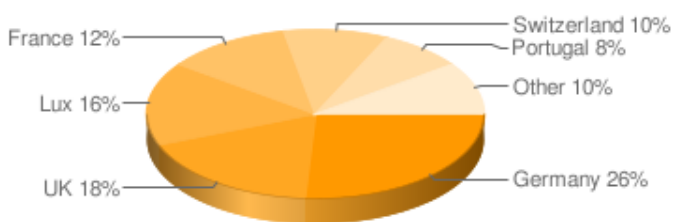
Benefits for Fund Managers subscribing to Alternative Decisions

Alternative Decisions is a qualitative research library for institutional investors, providing access to investor-friendly performance reports and materials on alternative investments.

Alternative Decisions removes inefficiencies in alternative fund literature collection and distribution. The library is a valuable resource for managers wishing to distribute their fund literature and a document hub for institutional investors. Updated on a constant basis, investors are able to engage with those managers who demonstrate best practice and open performance reporting.

Reaching institutional investors in Europe

Investor demographics as at Apr 09.



A better way to create better connections

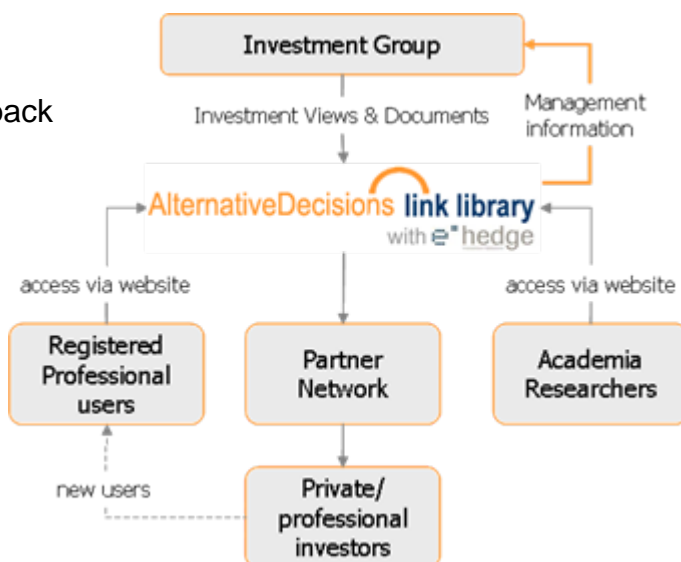
- Transparent and investor-friendly content
- Raising standards by sharing knowledge
- History of working in alternative investments
- Encourage openness and communication
- No conflict of interests
- Transparent business model

Did you know?

- 92% of European institutional investors believe fund reporting is an indicator of overall quality.
- 70% of investors require certain disclosures before they invest.

Alternative Decisions highlights

- Literature and marketing hub
- Service provides full marketing intelligence feedback
- End-to-end marketing service:
 - Document distribution
 - Market intelligence on readers
 - Increased presence and profile
 - Engaging with the investor community
 - Reverse lead generation
- Control and visibility to your target market
- Free to use for institutional investors



Take Action



[Join now](#)



[Schedule a Tour?](#)

Benefits for Fund Managers using Alternative Decisions

Unique Selling Points	Supporting statement
History of working in alternative investments	<ul style="list-style-type: none"> • eHedge, working with institutions investors for nearly a decade • Our institutional investor network continues to search for alternative investments • Managers raising their profile will attract investor attention • We know the pressures facing investors and fund managers
Measure the impact of marketing	<ul style="list-style-type: none"> • Distribution and feedback model • Instant broadcasting, with you in control of uploading and publishing
Different route to market	<ul style="list-style-type: none"> • United States of Europe similar scale to the USA, so need to consider a targeted approach • Alternative Decisions reaches a cross-border network • Our users are our lifeline so we work in their best interest as an ambassador for both investors and managers
Unique distribution channel	<ul style="list-style-type: none"> • Platform working for both investors and managers • Grow awareness in your target market with a niche broadcaster
Demonstrate industry standards	<ul style="list-style-type: none"> • We are an enabler of higher standards and confidence builder • Work on investors behalf pulling on managers, therefore helping managers enhance their offer • Assist managers by applying the relevant industry standards
Simplify investors' legwork	<ul style="list-style-type: none"> • Tackle investor inertia – take your fund directly to investors • “Quality of reporting” now a crucial investment criterion • No one has yet aggregated “investor friendly” materials on alternative investments
Get noticed. Increase presence and profile	<ul style="list-style-type: none"> • Alternative Decisions raises your profile • Broadcasts news direct to investors' desktops • Tell your “story” and any news you think worthwhile • Increase exposure of your alternative fund(s) • Raise visibility and gain investor interest
Powerful loud speaker	<ul style="list-style-type: none"> • The internet is a powerful communication tool • Bring investors face-to-face with your funds
Distribution to reach the right audience	<ul style="list-style-type: none"> • Distribute your materials direct to prospective investors • Institutional investors primarily across Europe and the UK • No US onshore investors registered on alternative decisions
Competitive fee schedule	<ul style="list-style-type: none"> • Cost effective compared to other marketing toolkits • Tell your story then get feedback, a results driven service