



The bank for a changing world

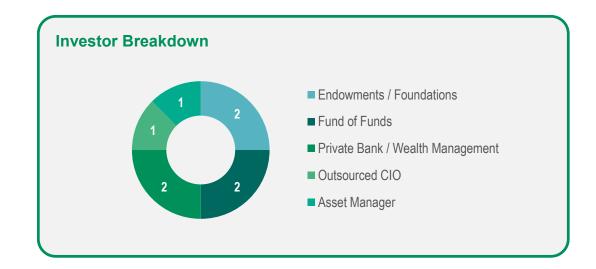
United States in Focus: Philadelphia

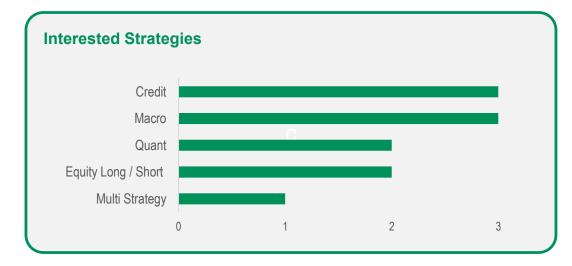
Philadelphia Trip Summary

8 institutional investors representing \$1.8tn in total AUM, of which \$89.5bn is invested in direct hedge fund assets.

Regional Themes

- We met with a variety of investors, predominantly fund of funds, endowments and foundations, and wealth managers. Despite their differences, common themes emerged. Most investors haven't seen much recent change to their portfolios and have been spending their time rebalancing and resizing positions at most.
- There is a sustained interest in credit, particularly in relative value (RV), long/short (LS), multi-strategy, and niche credit.
- Additionally, there is a continued interest in quantitative strategies. Investors are reviewing the systematic landscape in search of rare capacity in the established names and newer launches with preferred terms and a differentiated offering.
- Several investors expressed views that macro strategies have been difficult but nonetheless are continuing to look to do more in the space.
- Regarding their multi-strategy allocations, they are looking for funds that employ niche or focused approaches, while interest in diversified multi-strategy funds has waned.
- Most investors are happy to meet with managers who are travelling through and receptive to learning about new launches across the strategy spectrum.







Philadelphia

CHOP

Foundation

The Children's Hospital of Philadelphia (CHOP) was established in 1983 and raises funds to support the CHO. Its mission to advance healthcare for children. The charitable support helps make the difference between what families can reasonably afford and the full cost of the patient care.

HF AUM: \$14bn

Ticket Size: \$25-150m

Interested Strategies: Credit Relative Value, Quant

Xponance

Private Bank / Wealth Management

Xponance is a \$12B long only manager based in Philadelphia, PA. The majority is managed in house split between passive equities and fixed income. \$6.5B is in a long only multi-manager product. They focus on emerging managers and non-US managers, exclusively in equities. Their client base is predominantly pension funds.

• **HF AUM**: \$15bn

Ticket Size: \$20-100m

Interested Strategies: Equity Long Biased (non-US, Generalists)

SEI Investment Company

Outsourced CIO

SEI Investments Company (SEIC) was founded in 1968 by the current Chairman and CEO, Alfred P. West Jr. SEIC is a global provider of investment management business solutions to foundations, endowments, corporations, healthcare organizations, private banks, and financial advisors. The firm operates from nearly 20 offices in 12 countries.

• **HF AUM:** \$3.5bn

• Ticket Size: \$25-50m

• Interested Strategies: Macro, Systematic Macro / High Conviction



Philadelphia

University of Pennsylvania (UPENN)

Endowment

University of Pennsylvania's Endowment is used for instruction, research, student aid, health care, academic support, and other purposes. Penn's endowment fund is benefiting the University's schools, centers, and health system.

• **HF AUM:** \$4.4bn

Ticket Size: \$5-200m

Interested Strategies: Insurance-Linked Securities, European short-bias



PNC Asset Management

Private Bank / Wealth Manager

PNC Asset Management is a private bank platform based in Philadelphia, PA. They provide wealth management services to HNW and UHNW individuals and families. PNC Asset Management currently has a 5% allocation to hedge funds with the goal of getting to 10%.

• **HF AUM**: \$1.6bn

• **Ticket Size**: \$15-20m

Interested Strategies: Multi-Strategy, Multi-PM

West Conshohocken & King of Prussia

Morgan Stanley Alternative Investment Partners

Fund of Funds

MS AIP was established in 2000, assisting institutional and high net worth investors with the design and management of alternative investment programs. The team have expertise in fund investing, secondaries and co-investing across hedge fund, private equity, real estate and multi-asset class strategies. The Fund of Hedge Funds group offer multi-strategy and strategy-specific hedge fund portfolios as well as customized solutions.

• **HF AUM**: \$25bn

Ticket Size: \$10-100m

Interested Strategies: Niche Credit, Macro Credit, Credit Derivatives,

Structured Credit. Converts

Stevens Capital Management

Fund of Funds

Stevens Capital started in the mid 90's and is a quant hedge fund (primarily futures focused) that deploys a portion of their cash (roughly 40% of total AUM) into external hedge funds. They invest via an offshore and onshore fund. The offshore fund invests via managed accounts and commingled while the onshore fund currently only invests in commingled.

HF AUM: \$3.0bnTicket Size: \$5-25m

Interested Strategies: Equity Long / Short (Market Neutral / Low Net),
 Quant Equity Market Neutral, Quant Equity Statistical Arbitrage

Forefront Analytics

Asset Manager

Forefront Analytics was founded in 2008 by Christopher Geczy, Ph.D., and is a Pennsylvania-based fund of hedge funds manager. It provides solutions and research-based consulting services to institutional clients. The firm is an integrated asset management and consulting firm built around a risk-based discipline of investing and a client-centric approach to its engagements.

HF AUM: \$20bn
 Ticket Size: \$1-5m

Interested Strategies: Equity Long / Short, Macro, Relative Value



Philadelphia Area Recommendations





- Founding Farmers, King of Prussia
- The Wayward, Philadelphia
- Sabrina's Cafe, Philadelphia
- La Colombe Coffee, Philadelphia



Lunch

- The Dandelion, Philadelphia
- Founding Farmers, King of Prussia
- South Philly Barbacoa, Philadelphia
- Parc, Philadelphia



Dinner

- Southwark, Philadelphia
- Amada, Philadelphia
- Fiorella, Philadelphia
- Friday Saturday Sunday, Philadelphia



Drinks

- Dirty Franks, Philadelphia
- The Library Bar, Philadelphia
- Martha, Philadelphia
- The Goat, Philadelphia



Hotels

- Rittenhouse, Philadelphia
- Loews Philadelphia, Philadelphia
- Hyatt Centric,
 Philadelphia
- Renaissance Downtown, Philadelphia



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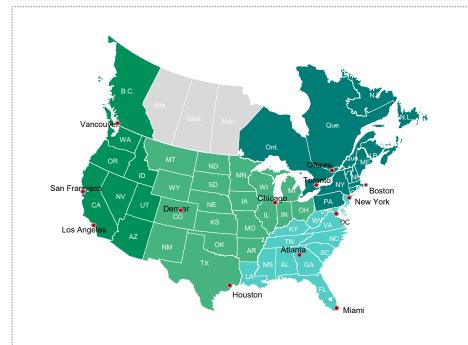
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