

Summary

- ★ **amLeague** designs a new standard to measure asset managers' performance.
- ★ **amLeague** sets up a robust infrastructure to enable a fair and representative comparison within homogeneous investment universes.
- ★ **amLeague** collects interests for creating notional mandates from sponsoring institutional investors (the «Club») that correspond to their investment needs.
- ★ **amLeague** provides asset managers with a user-friendly IT platform to demonstrate their ability to create alpha.
- ★ **amLeague** provides investors with reliable and valuable performance data.

A COMMONLY SHARED ASSESSMENT...

For every investor, performance is the key analytical element to evaluate the added-value and skills of an investment manager, whatever the efficiency of its organization and operational processes.

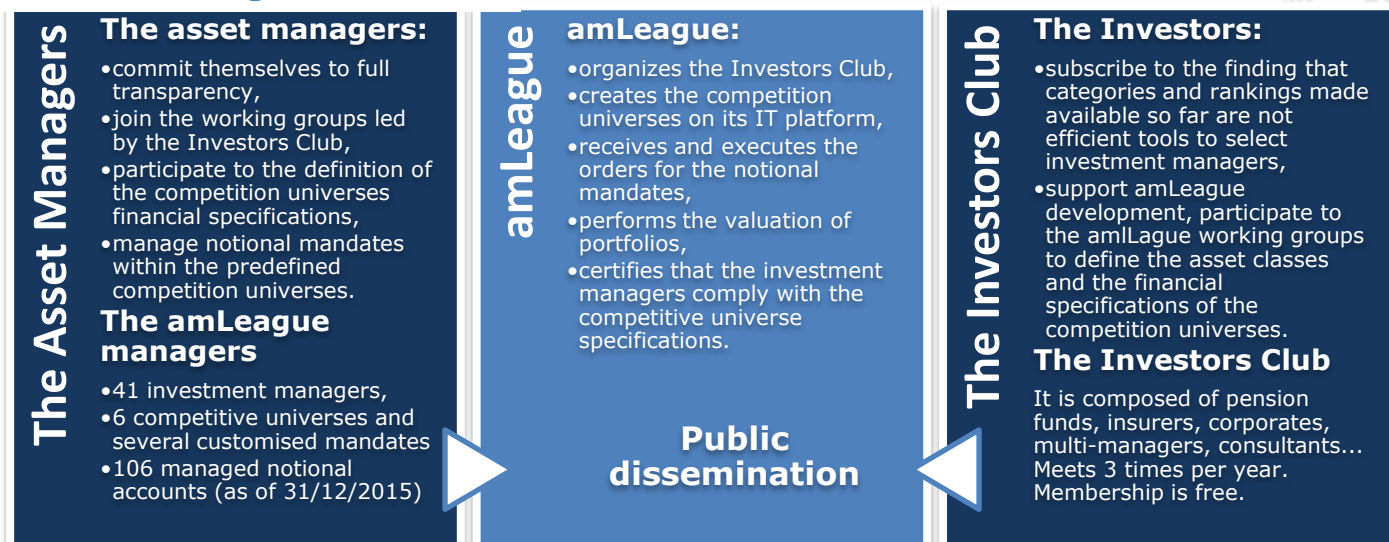
BUT...

Data on investment managers' performance made available so far does not provide high-quality information:

1. Fund categories/rankings show comparison of funds that can be significantly different from each other: results are biased
2. Private data made public is partial and non-transparent

Measuring the added-value of investment managers, based on a public, transparent and comparable framework, is more than ever an objective to achieve

What is amLeague?

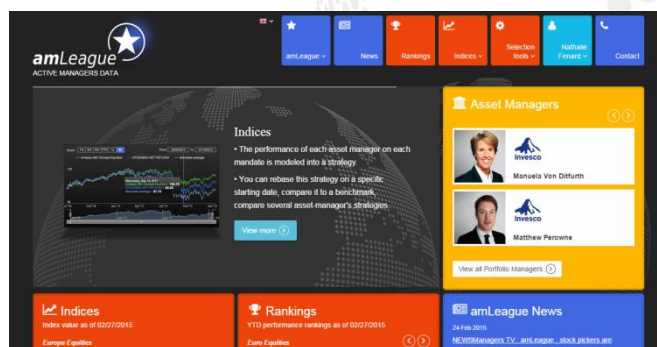


www.am-league.com

Public dissemination of performances (Free subscription)

The Founder: Antoine Briant

- ★ **1987:** Founded the investment consulting firm Finance Arbitrage (sold to Hewitt).
- ★ **1998:** Founded the asset managers rating agency AMR (taken over by Fitch Ratings).
- ★ **2002:** Founded the asset management firm Go.Fx² AM (sold to AssetFi).



amLeague Participants

