

# Results That Count

Quality Bespoke Liquid Asset Management

# Service Provided

- Institutional & Private Wealth Management
- Assigning correct risk criteria to investment strategies
- Meeting future liability & spending requirements
- Providing value added to portfolios
- Relative and absolute performance objectives

# Our Edge

- **Proven Experience** – Across total liquid mandates since mid 2007, returns that have been **continually positive** and exceeded all major stock indices. 2002-7 £750m client UK equity portfolio out-performance of: pharmaceutical, media, electricity, chemical and non-life insurance indices.
- **Quality** – 1998-2002 Investment Committee Member to top of Sunday Times Wealth List family.
- **Bespoke Service** – dedicated global manager, access to funds, transparency.
- **Professional & Ethical Standards** – clients interests first, suitable investment choice, confidentiality, inform fees and no conflicts of interest.
- **Highest Security** – choice of custodians and jurisdiction providing best asset safety, separation of manager control from funds.
- **Investor Protection** – regulated in Switzerland, the EU and USA.

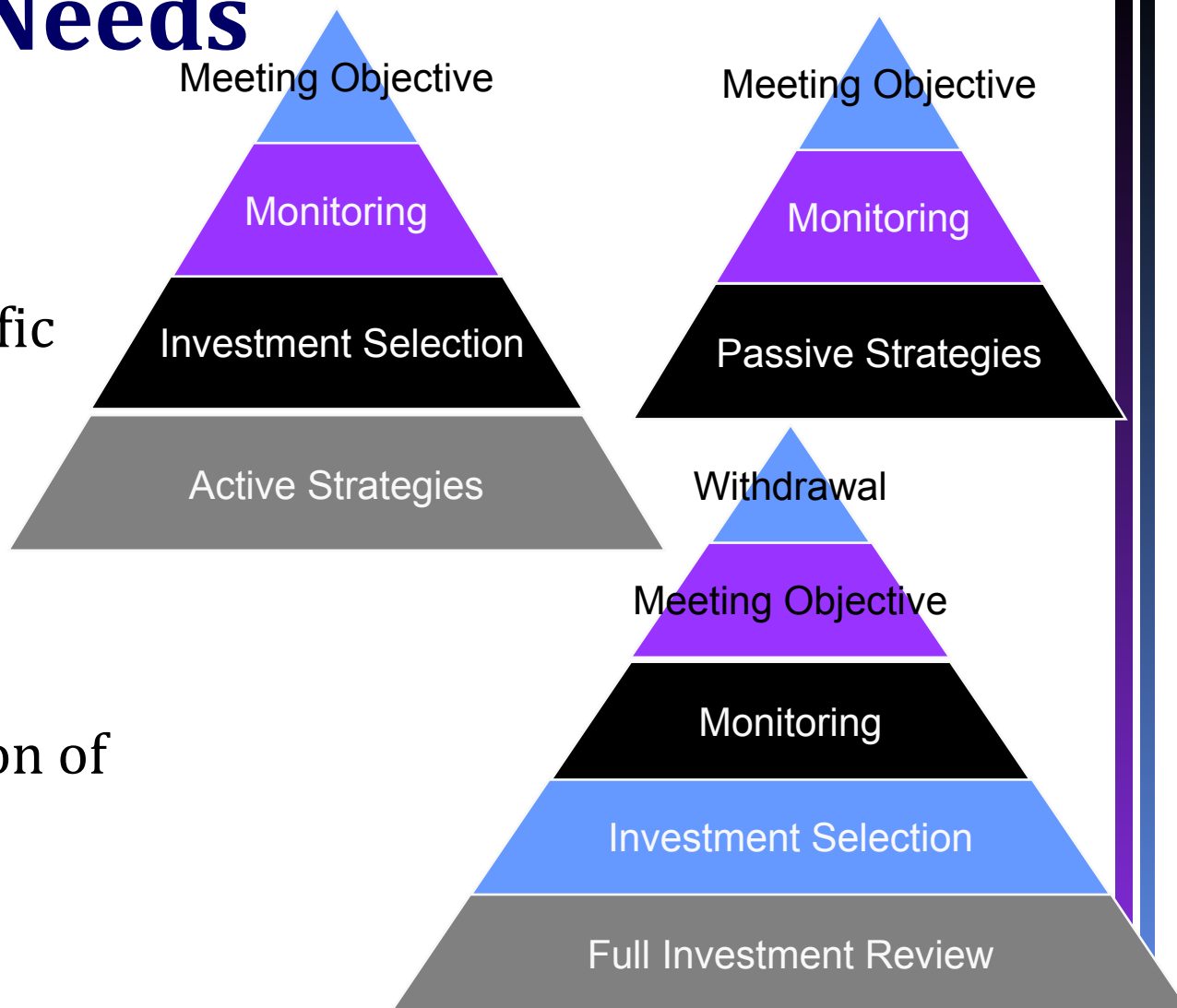
# Customer Requirements



- Identifying correct investment policy (Service)
- Providing access to deposits (Quality)
- Obtaining additional returns (Value)

# Meeting Your Needs

- Identification of specific client requirements
- Selection of correct instruments
- Complete and regular updating
- Satisfactory completion of mandate



# Historic Asset Class Returns (USD)

Asset Class	Average Return Annualised	Volatility Annualised	Period Measured	Max Return (year) Annual	Min Return (year) Annual
US Equities	7.9%		1802-2009		
World Equities less Inflation	5.5%	17.7%	1900-2010	69.9% (1933)	-40.4% (2008)*
US Large Company	9.9%	20.4%	1926-2010		
US Small Company	12.1%	32.6%	1926-2010		
Long Term Corporate Bonds	5.9%	8.3%	1926-2010		
Long Term Govt Bonds	5.5%	9.5%	1926-2010		
Medium Term Govt Bonds	5.4%	5.7%	1926-2010		
US Treasury Bills (Cash)	3.6%	3.1%	1926-2010		
US Inflation	3.0%	4.2%	1926-2010		
Real Estate	7.0%		1984-2009		
Commodities	6.9%		1984-2009		
Hedge Funds	12.2%		1990-2009		
Private Equity	12.5%		1986-2009		

Sources: Arnott and Bernstein (2002), Bloomberg.

Source: Ibbotson® S&P®, 2011 Classic Yearbook: Market Results for Stocks, Bonds, Bills, and Inflation, 1926–2010 (Chicago: Morningstar, 2011).

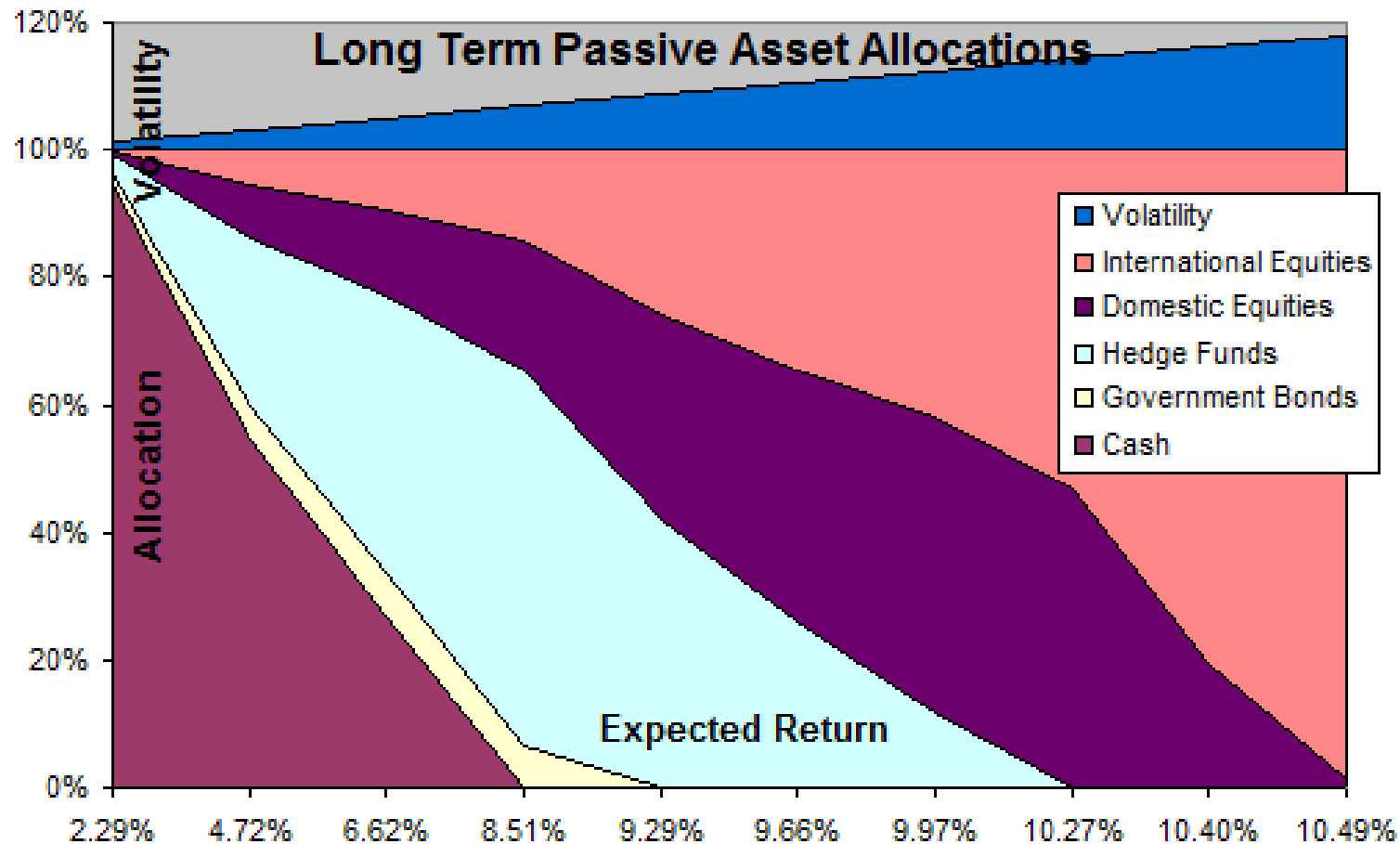
Source: Based on Dimson, Marsh, and Staunton (2002) and as updated in Dimson, Marsh, and Staunton (2011b).

Sources: Bloomberg, MIT-CRE, S&P GSCI, Hedge Fund Research, Cambridge Associates.

\*CBM Investment Management Performance 2008: +22.5% (GBP)

# Making The Most Of Your Assets

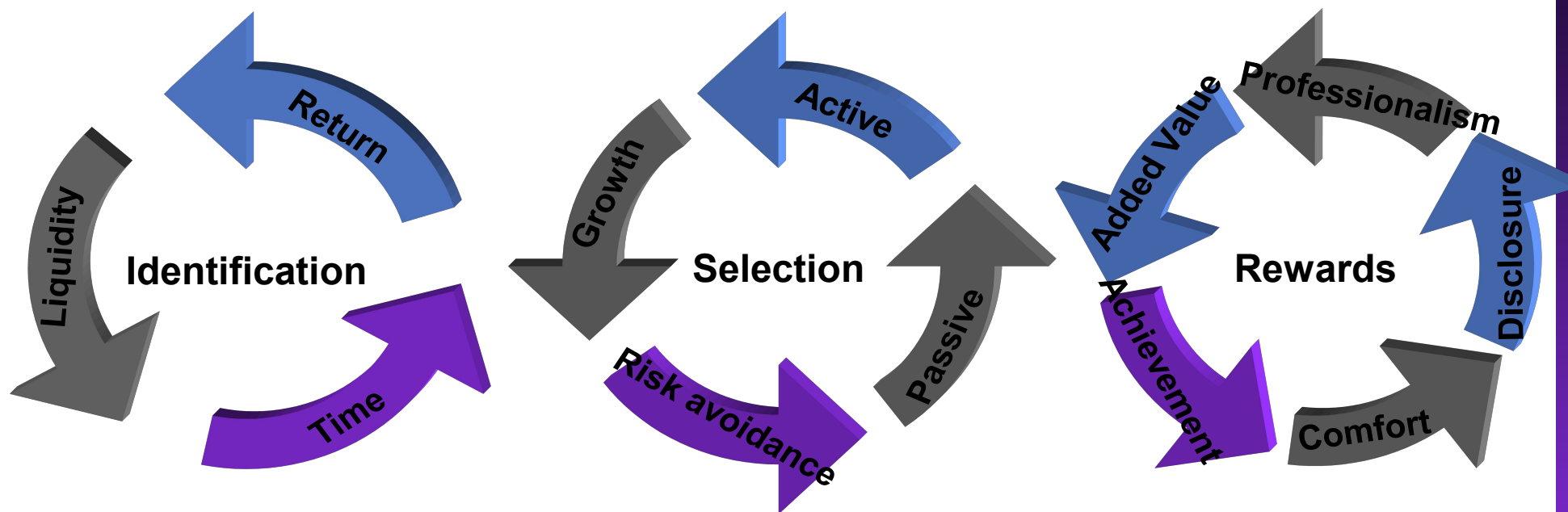
Combinations make for higher returns at your preferred level of volatility



Scale: 100% = 0% volatility, 120% = 20% volatility

Source: Barclay Global Investors

# Our Strengths



# How we manage YOUR money

## 1. **Client meeting** determines:

Existing balance sheet  
Expected future cash flows  
Capacity to accept volatility  
Willingness to take volatility  
Investing preferences  
Correct account selection  
Channel for regular communication

## 2. **Proprietary valuation tools:**

- a) Two for US stock market provides 80% 100 year historic probability of direction and strong indication of the magnitude of move - identifies equity exposure
- b) Three for US 10 year treasury yield provides 86% probability of fair value: identifies optimal fixed income exposure especially for low risk clients
- c) For all individual country stock markets: Used for allocation between countries

## 3. **Market price statistical techniques:**

For major asset classes of equities, bonds, currencies and commodities  
In all major countries  
Back-tested against all available data

## 4. **Macro economic data:**

Proprietary valuation tools use quarterly data to rank all major country stock market, government debt and currency

## 5. **Geopolitical news assessment:**

Provides dynamic risk assessment inherent in asset allocation

## 6. **Individual equities & bonds (company/ government/agency):**

Assessment of valuation  
Assessment of growth prospects  
Assessment of the balance sheet risk  
Assessment of the market price risk  
Assessment of the management  
Assessment of company, industry and country theme  
Market price statistical techniques to determine exit and entry points  
Potential use of derivatives to generate income consistent with entry and exit points

## 7. **Funds:**

Assessment of fund growth consistency  
Assessment of fund management consistency  
Assessment of theme supporting fund selection  
Assessment of security selections within fund

# Key Benefits

- For: Individuals, Families, Business, Endowments, Charities, Foundations, Pension Funds, Insurance Companies (Life & Non-Life), Banks, Financial Service Companies, Collective Investment Schemes
- Superior Selection of investment products to meet Client Objectives
- Investment services provided on: Cash, Currencies, Commodities, Fixed Income, Equities, Derivatives, Funds
- On-line portfolio view and statements
- Quarterly Economic & Capital Market Update
- Full Personal Client Servicing
- Lowest Brokerage Costs, No Administration Fees
- Full Liquidity

## Kings' Real-Time Index

Contact: [admin@e-bm.biz](mailto:admin@e-bm.biz), +41 (0) 7675 36738, [www.e-bm.biz](http://www.e-bm.biz), Strada 60, 7130 Ilanz, Switzerland.

Net Real Time Index Returns (after management fee, trading costs, interest and net dividends receivable). Before 2% entry fee and tax.

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
2015	-0.8%	3.5%	-1.0%	2.2%	1.6%	1.5%	-0.6%	-0.5%	0.1%	-4.2%	5.2%	-1.4%	6.9%
2014	4.4%	-0.8%	0.3%	-0.9%	4.4%	0.9%	7.9%	-0.4%	7.4%	-0.5%	9.1%	3.8%	6.7%
2013	5.4%	-1.2%	4.2%	-1.0%	10.2%	-5.0%	1.0%	12.5%	0.8%	-0.1%	-0.3%	0.2%	46.1%
2012						-5.4%							8.2%

### Benchmark & Permitted Allocation

Benchmark	Neutral Allocation	Permitted Range	Permitted Universe	Description
S&P 500	30%	-15% to +60%	Index Constituents	US Equities
BNY Mellon Comp. ADR	35%	0% to +60%	Index Constituents	Global Equities with listing in USA.
TSX 60 Index	5%	0% to +10%	Index Constituents	Canadian Equities
FTSE All Share	10%	-5% to +20%	Index Constituents	UK Equities
BoAML Global Bond Index	10%	-10% to +40%	Index Constituent Securities	Global Investment Grade Fixed Income
BoAML \$ o/n Libor	7%	0% to +135%	G20 FX Cash	Cash and Currency Holdings
UBS Bloomberg CMCI	3%	-5% to +10%	Constituent Commodity Securities	

### Overview

Primary: Long/Short Global Large Cap Equities

Secondary (overlay): Global Macro

Objective: Investing and selling the largest global companies, providing potential for positive returns even in poor economic environments and full liquidity at all times.

Strategy: Using dynamic top down asset allocation and bottom up equity analysis for investment in the worlds most capitalised and liquid securities. Options writing to achieve additional income. Allocation to fixed income securities to provide income, currency and smoothing benefits. Investment in cash to provide funds for future investments and act as a shelter during uncertain times.

### Performance Statistics

Compounded Monthly Return	Kings	1.60%
Highest Monthly Return		12.54%
Lowest Monthly Return		-5.38%
% Positive Months		56.76%
Annualized Compounded Rate of Return		21.04%
Cumulative Return		80.19%

### Quantitative Statistics

Annualized Standard Deviation	Kings	13.98%
Annualized Sharpe Ratio		1.34
Annualized Sortino Ratio		3.34
Annualized Downside Deviation		5.31%

### Correlation to Benchmarks

Alpha (annualized)	MSCI WI	15.61%
Beta		0.43
R2		0.07

### Distribution of Returns

Return.	-5%	-1%	0%	1%	4%	5%	2%	1%	2%	1%	1%	1%	1%	13%
No.	3	7	9	5	5	2	1	2	1	2	1	1	1	1

### Administration

Segregated Account	With Third Party Broker
Min. Investment	\$1mil, €1 mil, Sfr.1 mil
Management Fee	2.00%
Subscription (Entry) Fee	2.00% (or 20% Performance Fee)
Exit Fee	0.00%
Additions	Weekly
Redemptions	Weekly (earlier with penalty)
Lockup	None
Inception	May 2012
Reporting	On-Line Real-time

Separate Custodial Bank

Optional, at client expense

### Manager Biography

Steven J Cohen CFA, Honours Economics Degree from University College London. Six years Chartered Accountancy, Central London retail clothing entrepreneur. 1998-2002 Investment Committee Member to top of Sunday Times Wealth List family. Chartered Financial Analyst 2001. 2002-7 £750m client UK equity portfolio out-performance of: pharmaceutical, media, electricity, chemical and non-life insurance indices. Across total liquid mandates since mid 2007, returns that have been **continually positive** and exceeded all major stock indices.

### CFA Institute Member Page:

<http://www.cfainstitute.org/communitymembership/for-ec-top-fund-results.aspx?uid=1256985>

### Third Party Broker Profile

Listing	Nasdaq
S&P Credit Ratings	A-
S&P Credit Outlook	Stable
Rated	Lowest Cost & Margin Fees 2004-2014
Rated	Best Delivery Price 2006-2014
Rated	Best Online Broker 2012-2014
Rated	Best Broker Dealer 2014
Rated	Best Stock, Futures & Forex Broker 2014

### Disclaimer

The content on this report has been prepared for informational purposes only and does not represent an offer of service or products. Eligible investors represent those permitted to engage a Swiss discretionary manager.

# Keynote Account Portfolio & Attribution

## Kings Real Time Index

(9<sup>th</sup> Oct - 19<sup>th</sup> Nov 2013) (Gross – before management and trading costs, net interest and dividends receivable)

Security	Attribution Bps	% Security Appreciation	% Start Weight	Security	Attribution Bps	% Security Appreciation	% Start Weight
<b>Equity</b>				<b>Equity</b>			
<b>UK</b>				<b>US</b>			
JD Sports Fashion	45.78 (or 0.4578%)	15.26	3	<b>Shorts</b>			
Aberdeen Asset Management	57.18	28.59	2	Juniper Networks	7.76	-3.88	-2
Ashtead Group	43.65	14.55	3	ProLogis	-3.76	3.76	-1
Mondi	-2.04	-2.04	1	Spirent Nextel	-24.67	24.67	-1
Kentz Corporation	11.95	11.95	1	AMD	13.48	-6.74	-2
Berkeley Group Holdings	20.79	6.93	3	Frontier Communications	-16.15	16.15	-1
Taylor Wimpey	9.22	4.61	2	<b>Global</b>			
Britvic	17.28	8.64	2	CNOOC	6.00	1.00	6
<b>Shorts</b>				ChinaEdu	-21.64	-5.41	4
African Barrick Gold	-4.65	4.65	-1	Home Inns	56.16	18.72	3
Kazakhmys	-45.42	22.71	-2	New Oriental Education	149.16	24.86	6
<b>US</b>				Sinopec Shanghai	20.10	4.02	5
Ford Motor Co	14.55	2.91	5	First Quantum Minerals	32.65	6.53	5
Tyson Foods Inc	11.88	3.96	3	Valeant Pharmaceuticals	4.62	0.77	6
DirecTV	72.42	12.07	6	Internet Initiative Japan	12.44	3.11	4
Lennar Corp A	7.02	2.34	3	GRUMA B	42.86	21.43	2
Tenet Healthcare	-36.72	-9.18	4	LG Display	-7.48	-1.87	4
Constellation Brands A	78.50	15.70	5	<b>Cash</b>			
Actavis Inc	115.92	16.56	7	US Dollar			2
Tesoro Corp	99.00	33.00	3	<b>Total Return</b>			
Mylan Inc	37.75	7.57	5		905bps (or 9.1%)		100%
Macy's Inc	91.75	18.35	5				

# Next Step

- Contact: Steven J Cohen CFA
- Phone: + 41 (0)7675 36738, +44 (0)7770 275 489, +1.310.923.5823
- Global Contact Hubs: Zurich (business), Marbella, London, Los Angeles (business opening soon).
- E – Mail: stevenj@c-bm.biz
- Website: c-bm.biz
- Biography includes: Honours Economics Degree from University College London. Six years Chartered Accountancy. Central London retail clothing entrepreneur. 1998-2002 Investment Committee Member to top of Sunday Times Wealth List family. Chartered Financial Analyst 2001. 2002-7 £750m client UK equity portfolio out-performance of: pharmaceutical, media, electricity, chemical and non-life insurance indices. Across total liquid mandates since mid 2007, returns that have been continually positive and exceeded all major stock indices. Regulated to provide investment services in Switzerland, the EU and USA.



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