

Third Party Marketer of the Year
HEDGEWEEK US AWARDS
2015, 2014, 2013, 2012, 2011

Third Party Marketer of the Year
HEDGEWEEK GLOBAL AWARDS
2016, 2015, 2014, 2013, 2012, 2011

Third Party Marketer of the Year
INTERNATIONAL HEDGE FUND AWARD
2016, 2015, 2014, 2013

Third Party Marketer of the Year
WEALTH AND FINANCE – ALTERNATIVE INVESTMENT AWARDS
2015, 2014

Third Party Marketer of the Year
HEMWEEK
2015, 2013, 2012, 2011, 2010, 2009



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Firm Overview

Agecroft Partners is a global award winning consulting and third party marketing firm which specializes solely in the alternative investment arena with a particular focus on hedge funds.

For hedge funds, Agecroft Partners focuses on:

- Helping fund managers enhance their product offering
- Improving the way managers articulate their differential advantages across each of the evaluation factors investors use to select hedge funds
- Developing a successful marketing strategy
- Creating a PR, advertising, and conference strategy
- Providing valuable intelligence regarding the global hedge fund market place
- For a select few, raising assets through intelligent deployment of our industry knowledge by taking a consultative approach towards developing relationships with institutional investors

For investors, Agecroft Partners focuses on:

- Providing information that enhances investors' due diligence process
- Identifying industry trends among hedge funds and institutional investors, along with giving insight into which strategies look the most attractive given current market dynamics
- Introducing investors to the select few hedge funds that have made it through our due diligence process
- Helping investors to identify high quality hedge funds in strategies in which they are interested

Agecroft Partners is a licensed broker-dealer, registered with the Securities and Exchange Commission (SEC) and is a member of The Financial Industry Regulatory Authority (FINRA), member SIPC and a member of The National Futures Association (NFA).



Competitive Advantages

Quality of Hedge Funds

Agecroft Partners is highly selective of the hedge funds we represent. We utilize an institutional due diligence process to narrow the broad universe of hedge fund managers down to the select few we ultimately represent. It is Agecroft's objective to partner with the highest quality hedge funds possible that have clearly defined investment processes and risk controls, solid pedigrees of investment team, and strong historical performance. Ultimately, the reputation of a third party marketing firm is based on the quality of the hedge fund managers it represents.

Industry Reputation

Agecroft Partners is a global, award-winning hedge fund consulting and marketing firm that has won over 32 awards as the Hedge Fund Marketing firm of the year. Agecroft strives to be a thought leader in the hedge fund industry and frequently writes white papers relative to trends they have identified by leveraging the knowledge they gain through the thousands of investors they are in contact with on a regular basis. Additionally, Agecroft has emerged as one of the most sought after firms by industry conferences and the media for the company's views on the hedge fund marketplace and institutional investors. Members of the Agecroft Partners team have spoken at over 100 alternative investment conferences, have appeared in hundreds of industry articles and are regular guests on business television including Bloomberg, CNBC, and Fox Business News.



Founder's Experience

Don Steinbrugge's achievements over his 30 year career in institutional investment management sales include serving as the head of sales for one of the world's largest hedge funds and institutional investment management firms; Don was a founding principal of Andor Capital Management, which was formed when he and a number of his associates spun out of Pequot Capital Management. At Andor he was Head of Sales, Marketing, and Client Service and was a member of the firm's Operating Committee. When he left Andor, the firm was ranked by assets under management as the 2nd largest hedge fund firm in a survey by Absolute Return Magazine. Prior to his stint at Pequot, Don was a Managing Director and Head of Institutional Sales for Merrill Lynch Investment Managers, which at the time was one of the largest investment managers in the world ranked by assets under management. Don was also Global Head of Institutional Sales and member of the executive committee for NationsBank Investment Management (now Bank of America Capital Management).

Don is a member of the Board of Directors of Help for Children (Hedge Funds Care), Virginia Home for Boys and Girls Foundation and the Child Savers Foundation. In addition he is a former 2 term Board of Directors member of the University of Richmond's Robins School of Business, The Science Museum of Virginia Endowment Fund, The Richmond Ballet (The State Ballet of Virginia), Lewis Ginter Botanical Gardens, The Hedge Fund Association and the Richmond Sports Backers. He also served over a decade on the Investment Committee for The City of Richmond Retirement System.



Quality of Sales Team

Our partners' goal is to have in depth product knowledge of the funds we represent and to be able to articulate their investment processes as well as our managers. The professionals at the firm average over 15 years of industry experience. A majority of our partners have worked for a multi-billion dollar alternative investment firms before joining Agecroft.

Strong Knowledge of the Institutional Marketplace

Our Partners have met with a majority of the largest US pension funds, endowments, foundations and institutional consulting firms during their careers. A significant number of these investors have been clients of theirs in the past. In addition, our sales team has significant relationships at a senior level throughout the fund of funds, insurance company and family office market places. Our combined efforts have resulted in the creation of a proprietary database of more than 30,000 industry contacts.

Agecroft's Organizational Philosophy

We believe the most successful way to raise assets over time is by maintaining a stellar reputation in the industry based on integrity, trust and knowledge. We always simultaneously consider the best interest of the manager and the investor. We represent only what we perceive as the highest quality funds. We limit the number of funds we represent in order to maintain a high level of product technical knowledge. We implement a focused, tailored marketing approach for each firm we represent and work in partnership with our clients to help them effectively grow their business.



Selection of Investment Managers

The reputation and credibility of our firm is dependent on being highly selective of the firms we represent. As a result we implement an institutional process in selecting managers including the following steps:

1. **Maintaining a reputation as a leader in third party marketing firm industry.** In a highly competitive marketplace, this helps to differentiate Agecroft from peers and improves the probability that the highest quality hedge funds looking for marketing support will choose our firm. It also affords us access to institutional quality investors who trust our reputation and process and see us as an additional screen for their process.
2. **Sourcing managers.** In evaluating hedge fund managers we begin by first casting as wide a net as possible and then pursuing four key areas to build a proprietary universe of thousands of managers with the ultimate goal to narrow that number to approximately half a dozen managers to represent. These 4 areas include:
 - a. **Direct contact by hedge fund managers:** Because of our strong brand in the market place we have a constant flow of hedge funds contacting us to represent them. We don't take this lightly, we try to get back with each one and provide constructive criticism even if they are not a short-term fit.
 - b. **Hedge fund referrals:** We have developed strong relationships with many institutional investors, prime brokers and other service providers who use similar criteria to evaluate hedge fund managers. These relationships are a valuable resource in identifying high quality managers for us on a regular basis.
 - c. **Research:** We review many of the leading industry publications and attend industry conferences with a look out for high quality managers.
 - d. **Hedge fund databases:** The hedge fund market place is inefficient due to the lack of reliable information on managers. All hedge fund

databases are missing a significant number of hedge funds. As a result we continually review multiple databases for potential managers and discuss candidates internally to determine if further due diligence is warranted.

3. **Quantitative screening of managers.** We use quantitative screens to narrow the universe of hedge funds in order to prioritize further research efforts. Some of the factors we typically focus on include:
 - a. Assets under management of at least \$75 million in strategy.
 - b. Performance that ranks near the top of their strategy peer group.
 - c. High sharpe and sortino ratios compared to their peer group.
 - d. Low historical performance drawdowns compared to their peer group.
 - e. Correlations to a major market index given their investment strategy.
 - f. Performance characterized by quantifiable alpha and its repetitiveness.
4. **Qualitative screening of managers.** We analyze each firm based on multiple variables which include:
 - a. Top down analysis: Is it a strategy we believe will do well going forward given the current economic environment? We do not chase performance.
 - b. Quality of firm: A review of the organization with an eye toward appropriate staffing, infrastructure, reputation and commitment to reinvestment in the firm necessary to support growth.
 - c. Quality of investment team: Pedigree, industry knowledge, experience, reputations, and the continuity of key investment staff.
 - d. Review of investment philosophy and process: We must understand what inefficiencies in the market place they are focused on and what their edge is in taking advantage of these inefficiencies.
 - e. Risk controls: This includes understanding their exposure to current and potential risks in their portfolio in addition to maximum limits on leverage, liquidity and concentration as well as quantitative risk controls.
 - f. Service providers and fund terms.



5. **Meeting with portfolio manager:** Once a manager has made it through our quantitative and qualitative screening process a senior member of the firm is assigned to meet with the portfolio manager and other senior people within the hedge fund organization. Often this part of the process requires multiple meetings.
6. **All senior members of team speak with portfolio manager:** This could either be structured as a conference call or on-site meeting. After the meeting/conference call any senior members of our team have the ability to veto a manager and all members communicate their assessment of the manager. The output from this meeting is used to create a manager quality score from 1 to 9 which is then included in a proprietary hedge fund ranking system. Those managers who rank near the top are then engaged in contract discussions.
7. **Market feedback/Operational due diligence:** We contact all service providers to confirm the organization is a client in good standing and has no outstanding issues.
8. **Continual re-evaluation of manager:** Once a manager is brought on to our platform we receive constant feedback from the thousands of investors we reach out to on a monthly basis. This feedback is communicated to the managers to help improve their offering. In addition, we are constantly reviewing this information for any signal there could be potential issues with a manager.

Investors should perform their own independent due diligence on a hedge fund before investing.



Hedge Fund Consulting and Marketing Strategy

Agecroft Partners believes there are three critical steps involved in order for a hedge fund to be successful in raising assets in today's competitive environment. These include the quality of the fund offering, the investor's perception of the quality of the fund offering, and their marketing and sales strategy. Leveraging our founder's experience in running sales for some of the largest investment firms in the world, Agecroft is uniquely qualified to help hedge funds through each aspect of this process. At Agecroft's industry leading conference, Gaining the Edge, Don Steinbrugge describes the 3 Keys to Successfully Raising Hedge Fund Assets. To view the video [click here](#). Below is a brief outline of Agecroft's consulting and marketing strategy.

- 1. Quality of the hedge fund offering** The first step in the process is utilizing our institutional due diligence process to analyze the quality of the product offering across each of the evaluation factors investors use to select hedge funds, which are discussed in the "selection of managers" section of our website. We will then provide feedback on potentially enhancing any areas of weakness. For hedge fund clients we help raise assets for this is an ongoing process as we get feedback from the market place.
- 2. High quality marketing message** Many high quality hedge funds have difficulty raising assets because they do a poor job of articulating their message to the marketplace. The marketplace is highly competitive and hedge fund investors use a process of elimination in selecting hedge funds. This typically begins by screening the thousands of hedge funds in the market place, meeting with a couple hundred and hiring a select few each year. Hedge fund performance tends to be a quantitative screen to eliminate a majority of managers, but once performance has reached a certain hurdle its weighting in the evaluation process is less important than most managers realize. It only takes one poorly worded answer to get a firm eliminated from consideration.



It is Agecroft's objective to work with hedge funds to perfect their marketing message in order to ensure that the market's perception of the firm is equal to reality. This requires a consistently delivered, concise and linear marketing message that identifies the differential advantages across each of the evaluation factors investors use to select hedge funds. It is important that the marketing message is consistently integrated throughout all the firm's mediums of communication, including oral presentations, written materials, due diligence questionnaires and quarterly letters, and their website. A well prepared and accurate marketing presentation eliminates inconsistencies and helps foster a level of integrity when interfacing with potential investors.

3. **Marketing and sales strategy** The most successful marketing and sales strategies are well thought out and are very process oriented. Agecroft works in partnership with our clients to ensure that they receive the assistance that is necessary to grow their business effectively and to maximize their time in focusing on doing what they do best: managing money. In order to maximize the probability of success, Agecroft adds value in the following ways:
 - A. **Industry reputation** The industry reputation of a hedge fund marketing firm has a direct impact on investors perceptions of the hedge fund organizations they represent. Agecroft's brand in the market place enhances the credibility of managers they represent and significantly improves access to institutional investors often at senior levels.
 - B. **Identifying who to contact** The hedge fund industry investor base is highly inefficient. Public databases of family offices are of poor quality. It is challenging to identify which pension funds, endowments, foundations, insurance companies and sovereign wealth funds are making direct hedge fund investments, whether or not they use a consultant for hedge fund investments, and what type of relationship they have with their consultant. Agecroft's team has created one of the largest proprietary databases in the industry, and has developed strong



relationships with investors with whom they are in frequent contact on a global basis.

C. Screen for suitability with manager's strategy and investment style

Agecroft Partners' number one objective is to maximize the time of both the investor and manager. Our goal is to ensure that investors with whom we arrange meetings for our hedge fund clients are well screened for their interest in the strategy. The same is true for investors, we do not put pressure on investors to take a meeting, we only set up meetings with investors that show interest in meeting with our hedge fund clients.

D. Develop tailored follow-up plan for each prospect

Agecroft understands that each prospect is unique and has different due diligence requirements along with short and long term needs for their portfolios. Agecroft strives to get detailed feedback from each prospect and then develops a follow-up strategy to help investors through each step of their due diligence process.



Industry Conference Speaking Engagements

- 12/16 **Gaining the Edge – 2016 Hedge Fund Investor Leadership Summit** – Conference Chairman
- 10/16 **Hedgeopolis** – Conference Co-Chairman
- 09/16 **DC Alternative Investment Consortium** - Panelist
- 07/16 **Marketing and Sales for Institutional Asset Managers** – Client Servicing for Investors in Alternatives
- 06/16 **HFM US Breakfast Briefing: Alternative hot spots** – A guide to asset raising in Europe
- 06/16 **KPMG Hedge Fund Conference** – What current trends tell us about the hedge fund industry
- 05/16 **CFA Institute Annual Conference** – Next Gen Hedge Funds: What Current Trends Tell Us about the Future of the Hedge Fund Industry
- 04/16 **Gaining the Edge – Hedge Fund Marketing Leadership Summit** - Conference Chairman
- 03/16 **Hedge Fund Emerging & Startup Manager Forum** - Gaining Institutional Investment: What do Fund Investors look for when Selecting Emerging Managers?
- 11/15 **HFM Fund of Hedge Funds Leaders Summit** – What do investors really want?
- 11/15 **Hedgeopolis** – Conference Chairman
- 09/15 **Hedge Fund Due Diligence Mater Class** – Opening Institutional Investor Panel
- 06/15 **Hedge Fund Marketing Forum** – Key Note speaker
- 06/15 **Gaim** – Co Conference Chairman
- 06/15 **Super bowl of Hedge Fund Marketing** – Conference Chairman
- 05/15 **HFMweek** – US Cap Intro event
- 04/15 **AIMSE** – Alternative Investments
- 03/15 **Hedge Fund Start Up Conference** – Partnering with a seeder: A Compelling Alternative
- 02/15 **AlphaScope** – How are Investors evaluating Quantitative Strategies
- 11/14 **Hedgeopolis** – Conference Chairman
- 10/14 **Hedgeworld West** – How to Win a Mandate
- 10/14 **Backstop Users Conference** – Hedge Fund Investment Opportunities
- 09/14 **UMB Fund Services client conference** – Raise Alternative Assets
- 07/14 **Opal's Public Fund Summit East** – Investing in hedge funds
- 07/14 **Marcum** – Hedge Fund Capital raising Symposium
- 06/14 **Pillsbury Winthrop** – Capital Raising Considerations for Emerging and Established Investment Funds
- 06/14 **GAIM International** – Hedge Fund Manager Selection and Asset Allocation
- 05/14 **Alternative Investment Conference** – Hedge Fund Investment Opportunities
- 05/14 **CIBC CapIntro Conference** – How to Raise Assets Internationally?



- 04/14 **Hedge Fund Association** – Raising Hedge Fund Capital in the 21st Century
- 04/14 **Liquid Alternative Strategies West Forum** – Sales and Marketing Game plan?
- 03/14 **Hedgeworld East 2014** – Hedge Fund of Funds
- 01/14 **Marketing and Fund Raising Strategies for Private Investment Funds** – The Life Blood of Fund Raising: Investor relations
- 12/13 **HFMweek’s Hedge Fund of Fund offsite** – Marketing under the JOBS Act
- 12/13 **Opal’s Alternative Investment Summit** – The JOBS Act: How will this affect the Alternatives Industry
- 11/13 **Hedge Funds World Zürich 2013** – What do Hedge Funds do best and why? Where can Hedge Funds add value?
- 11/13 **GAIM Ops International** – The Gatekeepers – Seeders, Accelerators and First-Loss Managers
- 11/13 **Hedgeopolis New York** – Conference Chairman
- 09/13 **AIMSE Fall Conference** – The Changing Landscape & Opportunity for Fixed Income.....What’s Next?
- 09/13 **FRA’s Global Alpha Forum** – Managing Investors HF expectations
- 09/13 **Finforum’s Annual HEDGE FUND Summit** - Investment Consultants
- 06/13 **GAIM International** – How Can We Distinguish Smart Beta From Alpha In Increasingly Correlated Markets?
- 05/13 **Alternative Investment Conference** – Investment Manager Rountable
- 03/13 **Opal’s Investment Consultant Forum 2013** – Hedge fund Opportunities
- 12/12 **HFM’s F of F Summit** – Investor Perspectives
- 11/12 **Marketsmedia’s Global Market Summit** – Institutional Investors
- 11/12 **Opal’s Endowment and Foundation Summit** – Conference Co-Chairman
- 10/12 **Terrapinn’s Hedge London 2012** – “How Can You Build a Portfolio that Optimizes Emerging Market Exposures?”
- 10/12 **Alpha Institutes’ 2002 CIO Summit** – “Portfolio Construction”
- 09/12 **Finforum’s Annual HEDGE FUND Summit** – “Investment Consultants”
- 09/12 **IMI’s Sales Leadership Conference** – “Sales Strategy”
- 09/12 **HFMweek** – “The Future of Institutional Money in Hedge Funds”
- 08/12 **Ivy Plus’s Fund Development Event** – “What Institutional Investors are Looking For”
- 07/12 **HFA** – “Evolution of the Hedge Fund Industry in a Newly Regulated World”
- 07/12 **Opal’s Public Funds Summit** – “Hedge Funds”
- 06/12 **GAIM International** – “How Can We Distinguish Smart Beta From Alpha In Increasingly Correlated Markets?”
- 05/12 **Iglobal’s Alternative Investment Summit** – “HEDGE FUNDS: Real-Time Update and Future Forecast”



- 05/11 **Wealth Management Executive Conference Series** - “Hedge Fund Strategies”
- 03/12 **Opal’s Investment Consultant Forum 2011** – “Asset Allocation and Diversification in a Volatile Market”
- 01/12 **Infovest21** – “Institutional Policy Debate on Commodity Investing, CTAs and Real Assets”
- 12/11 **Opal’s Alternative Investment Summit** – Conference Co-Chairman
- 11/11 **Terrapinn’s China Investment Summit** – Conference Co-Chairman
- 10/11 **IQPC’s Pension Fund Risk Management Summit** – “Strategic Asset Allocation”
- 10/11 **HFMweek** – “Emerging Managers”
- 10/11 **Terrapinn’s Hedge Funds World LatAM Conference** – “Keynote Investor Panel Debate”
- 09/11 **Opal’s Foundation and Endowment Forum** – Conference Co-Chairman
- 09/11 **FINforums Annual Hedge Fund Summit** – “Growing Your fund: The Do’s and Don’ts of Capital-Raising”
- 09/11 **Financial Research Associates’ Marketing and Client Service for Hedge Funds** – “Best Strategies to Grow Your Client Base”
- 07/11 **Opal’s Public Fund Forum** – “Hedge Funds”
- 05/11 **Iglobal’s 2nd Alternative Investment Summit** – “Selecting the best Hedge Fund Strategies for your Portfolio and Objectives”
- 05/11 **Opal’s Emerging Managers Summit** – “Investing in Alternatives”
- 05/11 **Terrapinn’s Asset Allocation Summit** – “Investor Allocation to & confidence in Hedge Funds”
- 04/11 **Catalyst’s Alternative Investment Forum** – “Perspective on Capital raising in 2011”
- 03/11 **HFMweek’s US Breakfast Briefing** – “Pension Funds Investing in Hedge Funds”
- 03/11 **Invest21** – “Underfunding of Pensions and What it Means for Hedge Funds/Funds of Funds”
- 03/11 **Opal’s Consultant Forum** – “Allocating to Hedge Funds: Achieving Strategic Goals Through Hedge Fund Allocations”
- 01/11 **Ivy Plus’ Trends in Family Offices** – “Non-Correlated Alternatives”
- 11/10 **Terrapinn’s Hedge 2010** – Conference Co-Chairman
- 11/10 **Opal’s Endowment and Foundation Forum** – “Hedge Funds”
- 10/10 **Finalternatives** – “Power, Politics and Hedge Funds”
- 10/10 **Merlin Securities, First Annual Merlin Manager Symposium** – “Manager Due Diligence and Allocating for Today’s Volatile Markets”
- 10/10 **IQPC’s De-Risking Summit** – “Lessons Learned: Strategic Asset Allocation Then and Now”
- 10/10 **iglobal’s Alternative Investments Summit** – “Allocating to Hedge Funds: Achieving Strategic Goals Through Hedge Fund Allocations”
- 09/10 **FBR Cap Intro** – “Hedge Fund Seeding”
- 09/10 **Hedge World** – “Talents from the Sales Channels”
- 07/10 **Opal’s Public Fund Summit** – “What is the Role of Risk Management?”

In the Media - Television and Radio



02/15/17

Bloomberg Television: The Bloomberg Markets
Agecroft Founder Says SoftBank-Fortress Deal Makes Sense



01/10/17

Bloomberg Television: The Bloomberg Markets
Agecroft's Steinbrugge on Hedge Fund Strategies, Fees



01/10/17

Small Cap Nation
Top 10 Forecasts for Hedge Funds in 2017



12/17/16

Sovereign Wealth Fund Institute: Follow the Money
Agecroft's Steinbrugge on hedge fund industry trends for 2016-2017



12/16/16

Small Cap Nation
Help For Children Appoints Four New Members to Global Board of Directors



12/16/16

Institutional Real Estate, Inc.
Shop Talk: Investing in Reinsurance



11/08/16

AssetTV: Hedge Fund Association
Kicking Off Hedgeopolis 2016



09/16/16

Bloomberg Radio: The Bloomberg Advantage
Steinbrugge on Hedge Fund Investing



09/15/16

Bloomberg Television: The Bloomberg Markets
Protecting your portfolio: Can hedge funds help?



08/19/16

Bloomberg Television: The Bloomberg Markets
How Deep and Challenging Are Hedge Fund Problems?



08/18/16

Bloomberg Radio: The Bloomberg Advantage
Agecroft's Steinbrugge on Outlook for Hedge Fund Fees



06/26/16

Bloomberg Television: Bloomberg Markets
What Brexit Uncertainty Means for Hedge Funds



06/10/16

Yahoo Finance
Why the hedge fund industry should welcome the pain it's experiencing



06/09/16

Bloomberg Radio
Agecroft's Steinbrugge on Finding Worthwhile Hedge Funds



06/09/16

Bloomberg Television: Bloomberg Markets
Looking Beyond Hedge Fund Market Uncertainty



04/26/16

Bloomberg Radio: The Bloomberg Advantage
Steinbrugge on Hedge Fund Marketing



04/04/16

Resonance 104.4FM in London “The Naked Short”
Agecroft Partners’ founder discusses hedge funds



03/31/16

CNBC
CNBC interviews Don Steinbrugge about Hedge Fund Performance in the first quarter of 2016



01/07/16

Bloomberg Radio’s “The Bloomberg Advantage”
Hedge Funds Moving from Beta to Alpha



11/30/15

CCTV
IMF decides to include China’s yuan in SDR basket



11/12/15

CCTV
Steinbrugge on China’s 13th 5 Year Plan



11/02/15

Resonance 104.4FM in London “The Naked Short”



09/23/15

Bloomberg Radio’s “The Bloomberg Advantage”
Navigating Volatility With Reinsurance



09/02/15

CNBC
The winning strategy of hedge funds



In the Media - Press

- 07/21/17 **The Washington Post** – “Scaramucci took winding path but finally landed a top job with Trump”
- 07/10/17 **Bloomberg** – “Hedge Funds Lost 0.4% in June, Hurt by Macro, Event Managers”
- 07/06/17 **Benzinga** – “Hedge Fund Expert Explains Why Asia-Focused Firms Are Outperforming Market Benchmarks”
- 06/28/17 **Yahoo Finance** – “Agecroft Partners Believes Asia Focused Hedge Funds Offer Great Opportunities”
- 06/23/17 **FINalternatives** – “Steinbrugge: Asia-Focused Hedge Funds Offer Great Opportunities”
- 06/22/17 **Investment Europe** – “Asia focused hedge funds offer great opportunities”
- 06/22/17 **Hedgeweek** – “Asia-focused hedge funds offer great opportunities, says Agecroft Partners”
- 06/21/17 **HedgeThink** – “Agecroft Partners Believes Asia Focused Hedge Funds Offer Great Opportunities”
- 06/21/17 **ValueWalk** – “Agecroft: Asia Focused Hedge Funds Offer Great Opportunities”
- 06/21/17 **Opalesque** – “Asia focused hedge funds offer great opportunities, says Agecroft Partners”
- 06/21/17 **Benzinga** – “Why There’s A Big Opportunity in Asia-Focused Hedge Funds”
- 06/21/17 **HedgeCo** – “Asia Focused Hedge Funds Offer Great Opportunities”
- 06/05/17 **FinancialTimes’ Fund Fire Alts** – “Hedge Funds Face Unique Sales Challenges with RIAs”
- 05/29/17 **The Washington Post** – “Once considered titans of Wall Street, hedge fund managers are in trouble”
- 05/22/17 **Traders Magazine** – “Agecroft Partners Pledges \$1 Million from Hedge Fund Leadership Summits to Charities”
- 05/19/17 **ValueWalk** – “Majority of Asset Flows Go To The Strongest Brand Hedge Funds And Other News”
- 05/18/17 **Hedgeweek** – “Agecroft Partners pledges USD1m to charities that benefit children”
- 05/18/17 **Opalesque** – “Agecroft Partners pledges \$1 million to charities that help children”
- 05/17/17 **FinancialTimes’ Fund Fire Alts** – “Emerging Markets Hedge Funds Gain New Look as Assets Grow”
- 05/17/17 **ValueWalk** – “Agecroft Partners Pledges \$1 Million To Charities That Benefit Children”
- 05/17/17 **FinancialTimes** – “Elliott brings a prosecutorial approach to activist investing”
- 05/17/17 **The Hedge Fund Journal** – “Agecroft Pledges \$1million To Children’s Charities”
- 05/15/17 **Benzinga** – “Gaining the Edge: A Preview of One of the Top Hedge Fund Conferences”
- 05/04/17 **Opalesque** – “A brand is a hedge fund manager’s most valuable asset, especially for small funds”
- 05/04/17 **ValueWalk** – “Hedge Fund Branding Is Critical In A Crowded Marketplace, Especially for Small Hedge Funds”
- 05/04/17 **Hedgeweek** – “Hedge fund branding critical in a crowded marketplace”
- 04/24/17 **Fox Business** – “Risk-Off Investing: Have International Tensions Made It the Strategy Du Jour Or Are We In a Risk-On Environment?”
- 04/21/17 **Benzinga** – “How People Choose Hedge Funds: The Importance of Branding”



- 04/13/17 **Opalesque** – “Hedge fund performance is best measured by quarterly and yearly returns”
- 04/11/17 **Hedgeweek** – “Quarterly and yearly returns best measuring stick for hedge fund performance, says Gondor’s Au”
- 04/11/17 **Opalesque** – “Machine learning and AI: New report shows 40% of hedge funds created last year were systematic”
- 04/10/17 **Benzinga** – “Machine Learning And AI: New Report Shows 40% Of Hedge Funds Created Last Year Were Systematic”
- 04/10/17 **Opalesque** – “Opalesque Roundup: Next generation hedge fund managers more innovative and flexible with fees: hedge fund news, week 14”
- 04/10/17 **Yahoo Finance** – “Machine Learning And AI: New Report Shows 40% Of Hedge Funds Created Last Year Were Systematic”
- 04/10/17 **ValueWalk** – “Quarterly And Yearly Returns Are Best Measuring Stick for Hedge Fund Performance?”
- 04/10/17 **Yahoo Finance** – “What Success Is Made Of: Investors, Execs and Entrepreneurs Talk Routines and Role Models”
- 04/06/17 **Hedgeweek** – “Agecroft Partners – Best Third Party Marketing Firm”
- 04/05/17 **HedgeThink** – “Hedge Fund Branding Drives Asset Flows Regardless of Fund Size”
- 04/04/17 **Opalesque** – “Strong brand attracts assets into hedge funds, but investors must be careful”
- 04/04/17 **FINalternatives** – “Steinbrugge: Hedge fund branding drives asset flows”
- 04/04/17 **The Hedge Fund Journal** – “Hedge Fund Branding Drives Asset Flows”
- 04/04/17 **Investment Europe** – “Hedge fund branding drives asset flows”
- 04/04/17 **Benzinga** – “Hedge fund branding drives asset flows”
- 04/04/17 **HedgeCo** – “Hedge fund branding drives asset flows”
- 04/04/17 **Hedgeweek** – “Hedge fund branding drives asset flows”
- 04/03/17 **ValueWalk** – “Hedge Fund Branding Drives Asset Flows”
- 04/03/17 **Markets Media** – “Hedge Fund Branding Drives Asset Flows”
- 04/03/17 **Yahoo Finance** – “Hedge Fund Branding Drives Asset Flows”
- 03/27/17 **Chief Investment Officer** – “Festering Fee Pressures Continue to Hit Hedge Funds”
- 03/22/17 **Financial Times’ Fund Fire Alts** – “Mammoth Funds Grab Bigger Chunk of Hedge Fund Assets”
- 03/17/17 **CNBC** – “Hedge fund fees are falling as shutdowns hit a post-crisis high”
- 03/13/17 **ValueWalk** – “One of America’s Largest Pension Funds Plans Hedge Fund Fee Overhaul”
- 03/13/17 **Risk.net** – “Hedge funds shift gears on commodities”
- 03/10/17 **Benzinga** – “Don Steinbrugge Explains Reinsurance: A Strategy That Helps Hedge Funds Remain Safe From Market Volatility”
- 03/07/17 **Hedgeweek** – “Agecroft wins 2017 Best Hedge Fund Marketing Firm award”
- 03/07/17 **HedgeCo** – “Agecroft Wins 2017 Best Hedge Fund Marketing Firm”



- 03/06/17 **Benzinga** – “Agecroft Wins 2017 Best Hedge Fund Marketing Firm; Looking to Add New Manager”
- 03/03/17 **Hedgeweek** – “Hedgeweek Global Awards 2017 –The Winners”
- 02/09/17 **Benzinga** – “How Hedge Funds Select Their Managers”
- 02/08/17 **Yahoo Finance** – “How to Invest In Hedge Funds (When You Don’t Understand Them)”
- 02/08/17 **Benzinga** – “How to Invest In Hedge Funds (When You Don’t Understand Them)”
- 02/08/17 **Opalesque** – “Why smaller hedge funds will continue to outperform larger ones”
- 02/07/17 **Benzinga** – “Expert: Why Smaller Hedge Funds Will Continue to Outperform”
- 02/07/17 **Yahoo Finance** – “Expert: Why Smaller Hedge Funds Will Continue to Outperform”
- 01/25/17 **Financial Times’ Fund Fire Alts** – “Making Hedge Funds ‘Great Again’? Trump Rouses Industry”
- 01/25/17 **Financial Times’ Fund Fire Alts** – “Hedge Fund Execs Head to Washington on Trump Bandwagon”
- 01/23/17 **Yahoo Finance** – “How Hedge Fund Strategies Are Shifting: ‘Lower Correlations and Increased Volatility”
- 01/23/17 **Benzinga** – “How Hedge Fund Strategies Are Shifting: ‘Lower Correlations and Increased Volatility”
- 01/21/17 **Fox Business** – “Top 10 Hedge Fund Industry Trends for 2017”
- 01/21/17 **Yahoo Finance** – “Q&A With Hedge Fund Industry Expert Don Steinbrugge: Rituals, Role Models and Investing in Cannabis”
- 01/21/17 **Benzinga** – “Q&A With Hedge Fund Industry Expert Don Steinbrugge: Rituals, Role Models and Investing in Cannabis”
- 01/21/17 **Nasdaq** – “Top 10 Hedge Fund Industry Trends for 2017”
- 01/20/17 **Benzinga** – “Hedge Fund Expert Don Steinbrugge On Money Flows And Why Pension Funds Invest In Hedge Funds”
- 01/19/17 **Yahoo Finance** – “Hedge Fund Expert On Trump Administration: Long/Short Equity Managers will Benefit”
- 01/20/17 **Benzinga** – “Hedge Fund Expert on Trump Administration: Long/Short Equity Managers Will Benefit”
- 01/19/17 **ValueWalk** – “Put Into Perspective: Hedge Funds’ Unlikely Savior; The big boys club”
- 01/10/17 **HedgeThink** – “Top 10 Hedge Fund Industry Trends for 2017”
- 01/09/17 **Opalesque** – “Opalesque Roundup”
- 01/09/17 **Pensions & Investments** – “Investors quick to cut managers not performing”
- 01/06/17 **HedgeNordic** – “2017: The Year of Smaller Hedge Fund Managers”
- 01/04/17 **ThinkAdvisor** – “Top 10 Forecasts for Hedge Funds in 2017”

(See website for more complete list (www.agecrofthpartners.com/news.html).



Agecroft Partners Charitable Fund

The Agecroft Partners Charitable Fund was established in 2013 to help support organizations that benefit children. Our goal is to donate \$1 million from our hedge fund summits to charities that support children. By the end of 2017 we expect to be over 50% of our goal. Some of the organizations we have helped support include:

Elk Hill provides and facilitates healthy environments where young people and their families can feel safe to make positive changes. www.elkhill.org

Virginia Home for Boys and Girls

VHBG serves the community by providing an environment of strength and hope where children and their families are empowered to greater success
www.vhbg.org

ChildSavers' is a fundamental commitment to the mental well being of children and the positive bond between adult and child. We support this with clinical treatment and education and training services that offer reassurance, healing, and the skills necessary to achieve normal life and development. www.childsavers.org

Peter Paul Development Center is an outreach and community center in Richmond's East End. Since 1979 PPDC has given children a safe, consistent, structured and loving environment in which to thrive. www.peterpauldevcenter.org

World Pediatric Project is a non-profit organization providing tertiary diagnostic and surgical care to children in Central America and the Caribbean. www.worldpediatricproject.org

Hedge Funds Care/Help For Children is an international charity, supported largely by the hedge fund industry, whose sole mission is preventing and treating child abuse. www.hedgefundscare.org

Lewis Ginter Botanical Garden's Children's Garden This extraordinary garden is a botanically-rich exploratory environment where children and their families enjoy the freedom to explore the natural world. Diversity is the main theme of this garden – diversity of environments, ecosystems, plants, adaptation and human culture.
www.lewisginter.org/children/index.php

The Science Museum of Virginia is a catalyst for inspiration, a place that sparks curiosity and generates ideas. Through hundreds of experiential exhibits, awe-inspiring artifacts and interactive technologies, the Museum presents dynamic programming to hundreds of thousands of guests each year. www.smv.org/about-us

Metropolitan Richmond Sports Backers Inc. Each year, thousands of area youth participate in Kids Run RVA, which includes a variety of programs to support and reward youth athletic achievement. In 2012, there were nearly 10,000 youth that took part in our Kids Challenge running and walking incentive program at elementary schools throughout the region. www.sportsbackers.org/our-culture

The Richmond Ballet's Minds in Motion's pediatricians-based movement curriculum teaches over 1400 4th graders the benefits of applying themselves to a task involving both mental and physical challenges. www.richmondballet.com/minds-in-motion



Greater Richmond SCAN-Stop Child Abuse Now

SCAN's mission is to prevent and treat child abuse and neglect throughout the Greater Richmond area by protecting children, promoting positive parenting, strengthening families and creating a community that values and cares for its children.

www.grscan.com

Children's Hospital Foundation is dedicated to funding and advocating for pediatric initiatives that improve the status of health care and the quality of life for children in our region.

www.chfrichmond.org





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