

# Peregrine®

Power your communications.



# The Peregrine Difference

We are a specialist financial services marketing and communications firm. Our industry-specific knowledge, breadth of expertise and our unique data-led approach to strategy help firms create tangible differentiation.

We are one of very few agencies able to orchestrate and deliver integrated campaigns. Bringing together corporate communications, design and branding with strategic insight, we work with clients to help them meet and exceed their objectives. And do so demonstrably.

With hubs in London and New York, our team of specialists is able to extend its expertise into every major financial centre with a reach spanning Dubai, Hamburg, Hong Kong, Milan, Paris, Shanghai, Singapore and Sydney.

# About Peregrine

Peregrine is an award-winning marketing and communications agency providing differentiated and integrated marketing solutions to the global financial services industry. Our offering is focused on forming strong partnerships with our clients, based on the quality of our advice, providing a proactive service and generating ideas that can make a real difference to our clients' business success.



## Marketing & Communications

- Media Relations & Press Office
- Brand Building
- Crisis & Issues Management
- Investor Relations
- Advertising Campaigns
- Content Marketing
- Events
- Internal Communications
- Marketing Collateral
- Messaging
- Presentation and Media Training



## Design

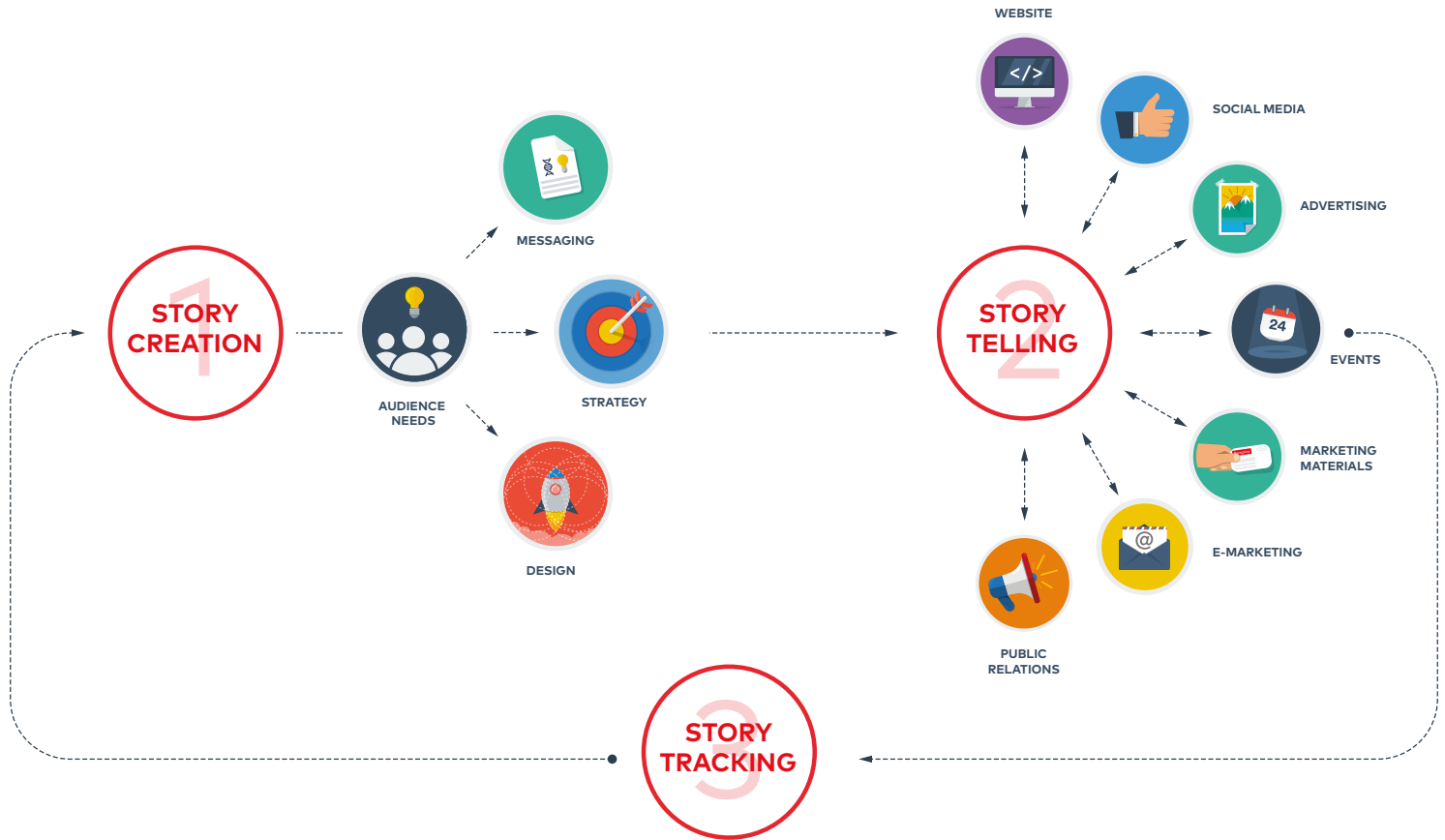
- Corporate Identity
- Investor Reports
- Corporate Brochures
- Infographics
- Video Design & Production
- Photography



## Digital

- Website Design & Build
- Digital Advertising
- Animation
- Social Media Strategy
- Analytics / Reporting
- Search Engine Marketing and Optimisation

# How We Work



# A snapshot of Peregrine's Services



## Strategy and Diagnostics

Vital to creating real communications impact is a research driven understanding of clients' strategic challenges. Peregrine's proprietary research helps develop effective and trackable communication strategies for clients, ensuring activity across every channel is tuned towards delivering tangible business results.



## Media Relations

Media relations are at the core of our communications offering and we have extensive contacts across all relevant media outlets. We work with clients to build a strategy that ensures maximum exposure across all target media to achieve the campaign's objectives.



## Brand Building

Peregrine builds awareness of clients' brands by creating compelling stories, building their position in the market and undertaking strategic and targeted brand recognition.



## Reputation Management

Building awareness of a company's positioning and reputation provides a context for all future communications activity. Peregrine has worked successfully with many clients to develop thought leadership programmes and brand building to achieve a campaign's objectives.



## Crisis

One badly-handled issue can destroy a company's reputation and years of good work. We work with clients to manage any issues that arise, often diffusing a potential crisis before it has a lasting impact on a firm's standing.



## Messaging

The messaging process focuses on establishing how the client can engage with key stakeholders and which key messages need to be relayed. The results of this process can then be used to formulate a communications strategy and in the design of marketing materials.



## Content Marketing

Peregrine have extensive experience of working with clients to formulate and distribute effective content management campaigns. Our in-house team are experts at defining clients' messaging and relaying this to audiences.



## Visual Identity

Branding is much more than a logo and we work with clients to develop creative solutions including naming, positioning and visual identity. Brand elements are then used across marketing materials to ensure the relevant messaging is relayed to the target audience.



## Website Design

A client's website is effectively their shopfront and as such, it needs to reflect the brand and communicate key messages across all platforms and devices. Peregrine has both the experience and expertise to create a web presence that interacts with users and integrates with any marketing activities.



## Social and Digital

Social media is a key component of SEO and brand image. Our digital marketing strategies are tailored to your requirements and put the focus on relaying their messaging to their target audience.



## Investor Reports

Our in-house team are experts at defining clients' messaging and relaying this to stakeholders. Our designers then work with clients to create visually-appealing reports to present the messaging.



## Video and Animation

Video content is a particularly effective means of relaying investor and corporate messages or launching new products. Peregrine provides a complete service, including filming, editing and animation to add to the visual experience.

## OBJECTIVES

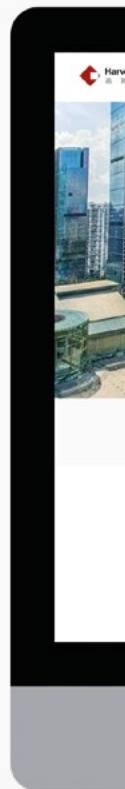
- Establish Harvest Global Investments as experts in Chinese and Asian markets.
- Build recognition of Harvest's funds amongst sophisticated European investors.
- Create a modern and dynamic brand to be used across all marketing materials.

## STRATEGY

- We worked with Harvest's executive team to create a new set of corporate messages, including the strapline: "Invest China. Think Harvest."
- Brief Harvest portfolio managers and executives in advance of interviews with top-tier financial journalists.
- Design a new website and new marketing material, including writing the copy.
- Position the Harvest investment team as expert commentators on major Chinese market events, such as MSCI's inclusion of A-Shares in its EM Index.

## RESULTS

- In the first year, Peregrine secured over 450 pieces of coverage for Harvest.
- Highlights included a profile of Chairman, Dr. Henry Zhao, in The Financial Times, and broadcast appearances for their CIOs on CNBC and Bloomberg.
- Creation of optimised, re-designed marketing and communications material for digital and print media.



## Invest China. Think Harvest.

Harvest Global Investments is investing in China as it grows to become a leading global innovation hub. Our investment team combines an international pedigree with refined local insights to unlock alpha.

[Learn More >](#)

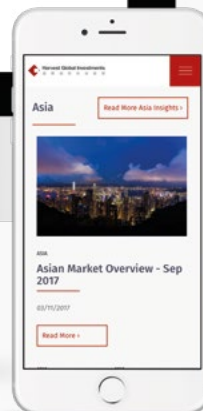
2015 Wholly owned HGI (USA) Investments LLC

\$110B Assets under management

200+ Investment managers

## Our Mission

At Harvest, we pursue visionary ideas through unparalleled, deep-dive research into mainland Chinese and Asian markets. Chinese markets are quickly evolving and there are more opportunities than ever for quantum growth. As an investor in China, you need an asset manager who can identify these local opportunities, while providing thorough risk analysis.



## Made in China

Our investment managers know that China's infrastructure winners didn't start and finish with the Great Wall. The country's megacities are due to grow by 200 million people over the next 10 years.

We're helping to make that happen.  
**Invest China. Think Harvest.**  
[www.harvestglobal.com/hk](http://www.harvestglobal.com/hk)



## WHO IS HARVEST GROUP





## **OBJECTIVES**

- Establish the Wells Fargo Asset Management brand in Europe and Asia.
- Provide media coverage for the launch of six new SICAV sub-funds.
- Provide on-going media opportunities for the executive team, the fund portfolio managers and the investment strategists. Support road shows, plan and host media events in Europe and act as a press office for the brand.

## **STRATEGY**

- Introducing the WFAM brand and business growth story by setting up meetings for senior marketing and business development executives during their visits to Europe and Asia.
- Fund launch campaigns across Europe, including interviews followed by distribution of press releases in each territory.
- Continuously creating high-impact opportunities for key portfolio management teams through selective placement of opinion pieces, interviews with portfolio managers, strategic expert commentary and media events.
- Organising road shows and media meetings for the chief investment strategists in the UK.

## **RESULTS**

- Media stories dedicated exclusively to WFAM's business growth in Europe following journalist meetings with the senior marketing and business development spokespeople.
- Prominent coverage achieved in the most influential financial media across Europe following introductions of portfolio managers to journalists.
- Portfolio managers positioned as "go to" experts on particular themes e.g. EM, China, European bonds, high yield bonds etc.
- Around 300 pieces of coverage generated each year across target European and Asian territories.

**Fund focus**  
Matthews' Taizo Ishida sees more upside for Japanese stocks

**Collectibles**  
Unearthing The Frick Collection's unassuming Renaissance timepieces

**Market outlook**  
US stocks are 65% overvalued, says GMO's Jeremy Grantham

**Investment trends**  
Retail investor returns lag fund performance

# A bull in China's shop

Veteran Asia investor Anthony Cragg's Wells Fargo China Equity Fund has outperformed peers since its launch four years ago even as Chinese stocks have gotten hammered. Cragg is betting on more upside in the country's stocks.

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## FTfm

## Industry optimist with a 'big hairy audacious goal'

### Face to face

Mike Niedermeyer tells Steve Johnson he wants to double WFAM's asset base

Mike Niedermeyer may be just the sort of classic-slaves, well-groomed individual one would expect to find at the helm of a large US asset manager, but he has set himself a "big hairy audacious goal".

Mr Niedermeyer's aim is to double Wells Fargo Asset Management's asset base, currently \$140bn, within seven years. It is a goal he is upbeat about the future of the sector in general.

"I believe the industry is going to grow more than pessimists believe," says the former lumber trader. "Our view is that the asset management business grows faster than banking. It's still going to be one of the fastest growing financial segments and it's a very attractive business on its own merits, such as returns on equity. It really doesn't use capital apart from for acquisitions."

As a result, Mr Niedermeyer is confident his division will gain greater sway in its parent bank, the fourth largest in the US by assets, but the largest by market capitalisation, which claims to employ one in every 100 working Americans.

"Growing trusts, investments and insurance is the number one strategic initiative for Wells Fargo," he says. "We are following our customers. The baby boomers do not need to buy cars, they need retirement plans."

Wells Fargo AM has history in terms of rapid asset growth: in 2008 it ran just \$84bn, 60 per cent of which was in money market funds. However, much of this growth was driven by acquisitions, such as the 2008 purchase of Wachovia, which brought the bank's \$115bn Evergreen bond of business into the fold.

Although Mr Niedermeyer says WFAM did manage to

achieve organic asset growth of 7 per cent a year between 2004 and 2011 (out of total growth of 18 per cent a year) in a period when the S&P 500 fell.

Further large-scale acquisitions are now less likely, he says, although niche additions are possible.

Mr Niedermeyer's wish list includes a purveyor of customised portfolios of external funds, a concept he believes will increasingly supplant funds of funds, for institutional investors at least.

WFAM may also seek to segment its range of small-cap equity offerings, with a number of its funds having been closed to new investment, particularly if any potential acquisition targets have a European equity strategy as well.

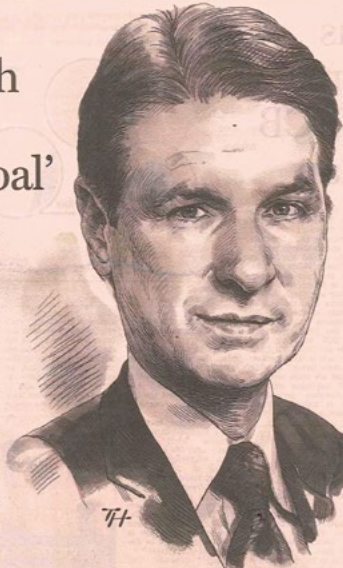
This gives an indication as to where WFAM is eyeing up potential growth. "We're following our customers. Baby boomers don't need cars, they need retirement pots."

The US is the 11th largest mutual fund market, according to Strategy Analytics, "but we are 140 in Europe," says Mr Niedermeyer, while only \$50bn of its assets are sourced from outside the US. "We have got to be a top-10 player."

The retail business has made solid progress since launching its first Luxembourg share funds in 2005, with inflows of \$12m in 2012, \$20m in 2013 and \$100m in the first quarter of 2014, taking its assets above the \$20m mark.

Six further funds, covering areas such as emerging markets, the US and precious metals, launched in July and additional salespeople are being recruited in both Europe and Asia.

On the institutional side, WFAM came eighth in terms of European managers, "driven by US pension funds last year, according to Morningstar". It also boasts a London-based affiliate KCM, a global fixed



income house with \$6.5bn of assets.

Perhaps unsurprisingly, Mr Niedermeyer argues it is a "plan" to be back-listed, with its "stable per" providing the resources for WFAM's

### Curriculum vitae

#### Mike Niedermeyer

##### Born

1964

##### Education

1976

Central College, Helena, Montana (BA, Business Administration)

##### 1977

University of Oregon (MBA)

##### Career

1983

Municipal bond trader, US National Bank of Oregon

1984

Wells Fargo Asset Management, US National Bank of Oregon

1985

Senior vice-president and chief fixed income officer, Wells Fargo Private Bank

1994

Group head, Wells Fargo Institutional Investment Group

1995

Group head, Wells Fargo Asset Management

2008

Chief executive, WFAM

### Wells Fargo Asset Management

Established 1996, although Wells Fargo dates back to 1852.

Assets under management \$442bn (as of July 31)

Number of employees More than 1700, including 500 investment professionals

Offices 18

Ownership Wells Fargo and Co

Exchange Commission's failure to reach a consensus on reform, there is still speculation that another body, potentially the Financial Stability Oversight Council, could be formed to implement further reforms, such as moving from fixed to variable net asset value structures.

Mr Niedermeyer believes this would be an own goal, in that it would simply force money out of the regulated environment.

"50-60 per cent of our [money market fund] assets are pretty large, which you could consider to be from sophisticated investors. Most of those clients, they had to go floating, they would [adopt] a private placement fund that replicates a stable NAV fund," says Mr Niedermeyer, referring to a structure outside the SEC's reach.

Institutional investors don't want to have a gain or loss every day for cash or have the administrative burden of trying to track that."

Alternatively, Mr Niedermeyer says institutions will opt for separate accounts, which may hold the same instruments as money market funds (WFAM now \$30bn in this manner) or move to target-date cash funds, with 10, 20 or 30-year maturity. Retail investors would be likely to opt for bank deposits, he believes.

Little money in the industry, Mr Niedermeyer sees little need for further regulation, given that, since imposed after Lehman's demise forced funds to increase their liquidity and reduce the average duration of their holdings, while two-thirds of assets are in government securities, government or Treasury funds. "Having been in this business for 30 years, I don't know what money market funds have been able to do," says.

from using their own branding on their European mutual funds.

Mr Niedermeyer is hopeful that lawmakers will strip that ruling from the final legislation. "The general hope, as they come to interpret it, is that it is not what they meant," he says.

Limits on banks' involvement in private equity and hedge funds, a central tenet of Dodd-Frank, will have less effect, with WFAM merely having a minority stake in Overland Advisors, a \$2bn arbitrage specialist based in Wells Fargo's home city of San Francisco. He is more concerned by the possibility of further US restrictions on money market funds, a sector that still accounts for a quarter of WFAM's assets but which had to be propped up by government guarantees – and the deep pockets of sponsors such as WFAM – after the collapse of Lehman Brothers in 2008. Despite the Securities and







This is how we order lunch:

$$L^* = \arg \max_{L \in \mathcal{L}} U_{\text{CANTAB}}(X_0(L), \dots, X_{N-1}(L))$$

interested in being the N<sup>th</sup>?

cantabcapital.com/yourfuture





## Going the right way?

We are not dogmatic 'contrarians'; rather, convinced that rich pickings are unlikely to line the roads followed by most, we relentlessly challenge the *status quo*.

That's the reason why Sector Asset Management is unconventional, from top to tail.

**Business Model** We establish equity partnerships with carefully selected investment teams and allow them to follow and build on managing money based on their own investment policies yet under Sector's risk supervision.

**Investment Strategies** High-value-added, specialised, absolute or total return oriented.

**Investment Teams** High-potential investment managers with skin in the game, nurtured by Sector's incubation and acceleration support.

We may disagree with the herd, or agree and strive to be the sheep in front. Either way, independent thinking.



Independent Thinking.  
sector.no

sector  
asset management

## Made in China


Our investment managers know that China's infrastructure wonders didn't start and finish with the Great Wall. The country's megaprojects are due to grow by 200 million people over the next 10 years.

We're helping to make that happen.

**Invest China. Think Harvest.**  
www.harvestglobal.com/uk




## Find out why we have never lost a client



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Independent Intelligent Investment

## WE LIVE OUR INVESTMENTS

With over \$70 billion of assets under management and 100 investment professionals in seven countries throughout Asia, the Mirae Asset Global Investments team are living the consumer experience.

This unique insight gives us a distinctive edge in managing our investments.

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Global Investments  
miraeasset.com




## ARROW

Arrow Shipbroking Group  
are proud to support  
Shipston Home Nursing

New York Singapore San Paulo Shanghai London Tokyo Copenhagen Sydney Moscow Basel Hong Kong Athens

## OMNI PARTNERS

**Innovation /'no:v'ej/ə'n/**

The mindset that is crucial to the success of any business, based on the ability to seize opportunities no matter how far away from one's comfort zone.

The mindset that, more than a decade ago, inspired Omni Partners' founding as a provider of alternative investment solutions.

The mindset that, ever since, guides us in the innovative way we manage assets.

Innovation: To us, not just a buzzword.

omni.co.uk



## Protecting your legacy

A Northstar investment plan can help you prepare for the future so you can enjoy time with your loved ones, safe in the knowledge you've done what's best for them.

- Competitive guaranteed rates
- Access to leading asset managers
- Annual free withdrawals

Regular income reports  
Benefits of a Bermuda trust  
Wealth transfer flexibility

**NORTHSTAR**  
Investment Services Limited

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# Prosperise

CAPITAL

## OBJECTIVES

- Our main goal was to redefine the Prosperise brand, and deliver a set of robust and scalable guidelines on how to implement the brand going forward.
- This also included a full website redesign and branding collateral. The consistency from one aspect of a brand to another is paramount, and we needed to ensure this continuity.

## STRATEGY

- We began by spending time with the Prosperise team to discuss their mission and their philosophy.
- As our Communications team worked on diluting these meetings into the key messages for the brand, the Design team identified 4 key areas of research; Sophistication, Technology, Yellow and Renaissance.
- We explored various directions within the confines of these themes, from the design of olive oil bottles, to the use of the hexagons in technology, to countless photographs and diagrams of renaissance architecture. Where these four themes intersect was the Prosperise brand.

## RESULTS

- Traffic referrals to the new website increased significantly and it has been nominated for a design award.
- The branding and messaging have been rolled out across all marketing materials and have been well-received by existing and prospective investors.



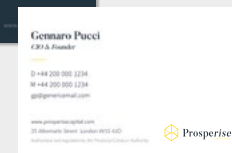
# Non-Performing Loans

Prosperise European Distressed Funds (EDF 1, EDF 2)

Prosperise manages two closed-end funds that follow a strategy of investing in Italian non-performing loans. Prosperise adopts a hands-on approach to structuring SPVs, combined with local real estate expertise and a thorough understanding of local judicial processes. Prosperise's sources and selects the highest-quality portfolios.

## Partnerships

 Aste Giudiziarie



# BREVAN HOWARD

## OBJECTIVES

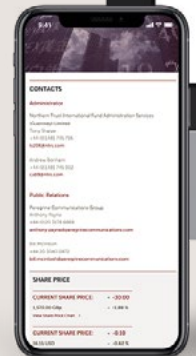
- To provide an outsourced communications function for Brevan Howard.
- To manage Brevan Howard's reputation.
- To create a series of new websites for Brevan Howard.
- To redesign all of Brevan Howard's investor relations' materials.

## STRATEGY

- Peregrine run a full press office service for Brevan Howard. All media enquiries are routed through and managed by our team. We provide a 'safe pair of hands' for handling press enquiries; we provide extensive monitoring of any press mentions in all media, including social media, and we can also flag any likely coverage in advance of it being published.
- Liaising with various teams at Brevan Howard (IR / technology / information security / compliance) in order to design the new websites to their specifications.

## RESULTS

- We have managed all of Brevan Howard's external media communications.
- We have positively managed Brevan Howard's reputation across all key media.
- We have controlled and managed errors of fact.
- We have been tasked to provide the same services for The Alan Howard Foundation and Brevan Howard's listed funds.



## BREVAN HOWARD

OVERVIEW



### ABOUT

Founded in 2002, Brevan Howard is one of the world's leading global macro absolute return managers.

Brevan Howard manages assets for institutional investors around the globe including sovereign wealth funds, corporate and public pension plans, foundations and endowments. The group has over 200 employees with offices in London, New York, Geneva, Jersey, Hong Kong, Washington and Singapore.

Our investment approach, combines rigorous fundamental macro research with an uncompromising focus on risk management in order to express directional and relative value views with asymmetrical risk/reward characteristics.

We believe that effective risk management is fundamental to delivering investment returns and view risk as the potential loss of capital, rather than simply the volatility of returns.

### LIQUID PORTFOLIO STRATEGIES

In 2015 Brevan Howard established a Liquid Portfolio Strategies group to design and manage differentiated liquid investment strategies. Further details can be found on the following dedicated website: [www.bhps.com](http://www.bhps.com)

### LOCATIONS

GENEVA

LONDON

### INVESTOR LOGIN

Email  Request Access

Password  Forget Password?

## BH MACRO LIMITED

ABOUT DIRECTORS REPORTING ANNOUNCEMENTS CONTACTS

BH MACRO LIMITED AS A COMPONENT  
OF A PORTFOLIO MAY ENHANCE THE  
RISK AND RETURN PROFILE OF THE  
PORTFOLIO

### ABOUT BH MACRO LIMITED

BH Macro Limited is a closed ended investment company, registered and incorporated in Switzerland on 17 January 2007 (Incorporation Number: 44236).

BH Macro Limited invests substantially all of its assets (as of most recent working day) in one primary vehicle of Brevan Howard Master Fund Limited. BH Macro Limited was admitted to the Main Market of the London Stock Exchange on 17 March 2007.

Brevan Howard Master Fund Limited (BHF) is an exempted company incorporated in the British Virgin Islands. BHF is an open ended investment company, incorporated on 28 January 2005 and launched on 1 April 2005. The investment objective of BHF is to generate consistent long-term capital appreciation through active management investing in global equities. Exposure is predominantly to global equity and fixed income, with a focus on the combination of global macro and active asset management.

### SHARE PRICE

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2019, 2018, 2017, 2016  
**Best Marketing  
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Consultancy**  
Hedge Fund Journal Awards



2018, 2017, 2015  
**Best Marketing  
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Consultancy**  
HFMWeek European Hedge Fund  
Service Awards



2016  
**Best Global Marketing  
& Communications Firm**  
Hedgeweek Awards



2015, 2014, 2013, 2012, 2011  
**Leading Public Relations  
Firm**  
Hedge Fund Journal Awards



2001  
**Best Financial  
Communications  
Campaign**  
The Chartered Institute  
of Public Relations



2019  
**Outstanding  
Contribution in Marketing  
Communications**  
Lifetime Achievement Award  
– Anthony Payne



2016  
**Best European Marketing  
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HFMWeek European Hedge Fund  
Service Awards



2015, 2014, 2013, 2012, 2011  
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2019, 2018, 2017  
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US Service Awards



2019, 2018, 2017, 2016  
**Best Marketing  
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Consultancy**  
HFM US Hedge Fund  
Services Awards



2015  
**Best North American  
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The Hedgeweek USA Awards

**Anthony Payne**

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