

**informa**  
investment solutions



Products and  
Services

# Manager Research and Analytics

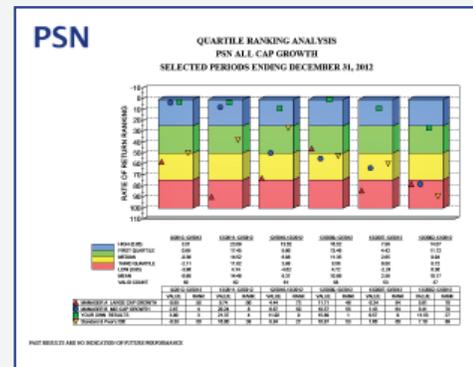
## Zephyr StyleADVISOR

Zephyr StyleADVISOR is the industry's most comprehensive performance analysis and reporting software. Move through the software's intuitive workflow to perform analyses and flexibly produce in-house or client-facing reports (including fact sheets) with either the drag-and-drop workbook gallery or by choosing from our extensive library of prebuilt templates. Thousands of investment management professionals worldwide rely on Zephyr StyleADVISOR for its in-depth performance and risk analysis, peer group analysis, style attribution, asset allocation and custom reporting.



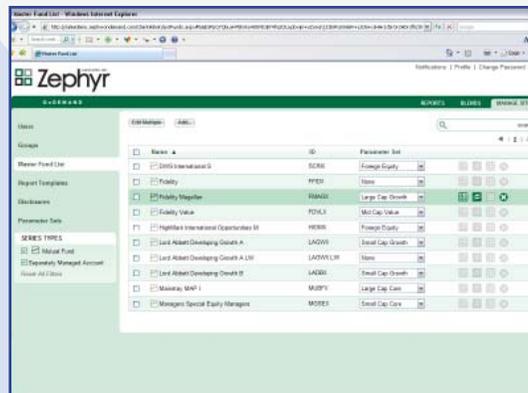
## PSN Enterprise

PSN Enterprise is known for its powerful separate money manager (SMA) account data screening and due diligence capabilities, but the software can also analyze a variety of other investment products, measure performance, conduct detailed statistical analysis and assess risk. PSN Enterprise includes PSN Logic, a dynamic, proprietary search feature within PSN that gives users the ability to not only utilize the standard search and selection functions, but also displays which managers fell from the list at each stage and why. PSN Logic allows users to demonstrate fiduciary responsibility and a repeatable process.



## Zephyr OnDEMAND Sales

Zephyr OnDEMAND (ZOD) Sales is an innovative reporting tool that allows asset managers or advisory firms to fully empower their sales and marketing representatives by giving them the ability to quickly and easily generate compliance approved Zephyr reports from any location via computer or tablet access.



# Performance Measurement and Client Reporting

## PerformanceIQ

PerformanceIQ is the ideal outsourced performance measurement and reporting solution. Our clients rely on us to collect and reconcile data for hundreds of thousands of portfolios. PerformanceIQ provides impartial performance analysis, based on stringent data validation, and is delivered both online via our web portal and in customized, privately labeled reports. Featured within PerformanceIQ is Presentation Center, which empowers advisors to personalize performance presentations and create custom client reports on-the-fly.



## CompSiteIQ

CompSiteIQ enables firms to create, maintain, and report composites in compliance with the Global Investment Performance Standards® (GIPS®). CompSiteIQ supports the entire process of composite creation and management through reporting and publication. By working in conjunction with PerformanceIQ, or integrated with other third party systems, CompSiteIQ offers sophisticated composite construction and monitoring options that exceed the limited functionality found in spreadsheets and other software packages.

**GIPS® Report**  
**Sample GIPS Composite**  
**December 31, 2002 - December 31, 2012**

|                        | 2003    | 2004    | 2005    | 2006    | 2007    | 2008    | 2009    | 2010    | 2011    | 2012    |
|------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Composite Return       | 28.11   | 12.93   | 6.66    | 15.44   | 8.96    | -23.09  | 20.07   | 26.50   | -0.79   | 18.13   |
| Benchmark Return       | 11.65   | 12.62   | 6.52    | 15.87   | 5.74    | -17.24  | 20.42   | 17.87   | 6.09    | 16.11   |
| Number of Periods      | 243     | 246     | 244     | 243     | 243     | 243     | 214     | 213     | 208     | 214     |
| Higher Return          | 54.02   | 36.97   | 13.24   | 24.91   | 23.79   | 8.82    | 52.01   | 33.28   | 12.48   | 24.19   |
| Median Return          | 31.14   | 14.42   | 0.27    | 15.91   | 5.83    | -20.80  | 26.39   | 24.87   | -1.29   | 17.48   |
| Lowest Return          | 5.80    | 5.68    | 0.78    | 1.30    | -29.51  | -48.99  | -13.87  | 1.21    | -14.86  | -0.65   |
| Standard Deviation     | 7.89    | 4.96    | 3.85    | 3.73    | 5.76    | 9.19    | 22.10   | 5.83    | 2.98    | 3.49    |
| GIPS Composite Std Dev | 14.96   | 12.19   | 8.85    | 7.65    | 8.10    | 13.56   | 18.39   | 20.90   | 19.87   | 16.06   |
| Benchmark Std Dev      | 18.42   | 14.87   | 9.74    | 7.77    | 8.31    | 16.03   | 20.49   | 22.81   | 19.46   | 15.89   |
| Composite Assets       | 4,935   | 5,512   | 5,319   | 5,900   | 6,292   | 4,158   | 3,186   | 3,516   | 3,394   | 4,057   |
| Percent of Firm Assets | 178.57% | 176.21% | 158.31% | 155.72% | 155.72% | 171.39% | 107.64% | 106.76% | 107.48% | 107.64% |
| Firm Assets            | 2,764   | 3,128   | 3,368   | 3,838   | 4,015   | 2,426   | 2,946   | 3,284   | 3,260   | 3,765   |

**Disclosures**

**Compliance**  
Once a firm has met all the requirements of the GIPS standards, the firm must disclose its compliance with the GIPS standards using one of the following compliance statements. The choice of compliance must only be used in a completed presentation.

**Compliance Statement**  
"I comply with the standards for construction of multiple benchmarks to avoid, the firm must disclose the benchmark composition, weights, and rebalancing process."

**Compliance Statement**  
"I comply with the standards for construction of multiple benchmarks to avoid, the firm must disclose if any other firm are disclosed in addition to the trading program."

**Language**  
Firms must disclose the process, use, and extent of leverage, derivatives, and short positions, if material, including a description of the frequency of use and characteristics of the instruments sufficient to identify risks.

# Wealth Management and Investment Planning

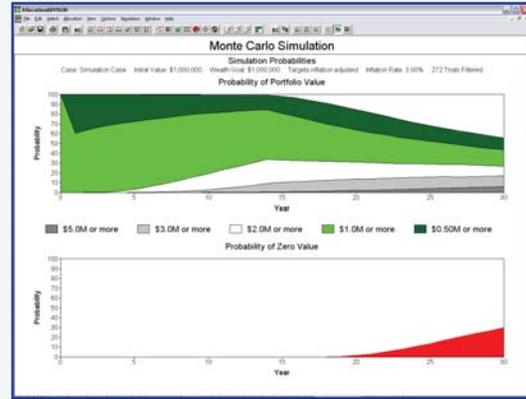
## WealthIQ

WealthIQ is an investment planning and proposal generation system that produces compelling, branded presentations. It provides the perfect balance between customization and automation, giving advisors flexibility, while ensuring compliance with critical business standards. WealthIQ offers an efficient workflow solution, helping prospects become clients, by delivering intuitive investment recommendations based on business standards and compliance rules.



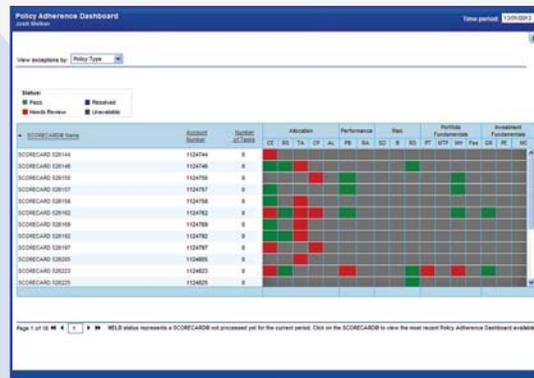
## Zephyr AllocationADVISOR

Zephyr AllocationADVISOR is a comprehensive asset allocation, optimization, and portfolio simulation solution. Zephyr AllocationADVISOR is included with all Zephyr StyleADVISOR software licenses, but can also be purchased separately. With Zephyr AllocationADVISOR, you have everything you need to effectively determine the best investment allocations for your client portfolios and to produce professional reports that communicate your analysis clearly and concisely.



## ComplianceIQ

ComplianceIQ makes investment policy statement and regulatory compliance easier and more efficient by providing a scalable monitoring solution with minimal resource demands. You can manage workflow and create an audit trail with active portfolio monitoring, on-the-fly scenario analysis and activity logs that keep a record of any account changes. ComplianceIQ enables your firm to demonstrate a superior approach to prudent investment practices.



# Content Distribution and Fact Sheet Production

## Global Manager Neighborhood

Global Manager Neighborhood is a data collection portal for the PSN Money Manager Database, which distributes key money manager content to investors via PSN, Zephyr, other Informa Investment Solutions products and third party organizations' technology platforms. Participation in the PSN Database is complimentary and the mandatory starting point for the world's largest institutional brokerage platforms and consultant manager search processes. Over 2,000 money managers worldwide report into the Global Manager Neighborhood, each providing data to Informa Investment Solutions' broad audience of investment professionals.



## PSN Data Select

PSN Data Select offers access to premier, detailed information on over 2,000 organizations and 20,000 investment products – including their people, accounts, fee structure, management styles, philosophy, historical returns and statistics. With PSN Data Select, you view the types of data offered and purchase only what you need. Your data feed is crafted based on your required field(s), delivery frequency, and format. This flexibility gives you access to a data feed that offers the same high quality industry information found in PSN, without purchasing the software application.

| Security Name                | CLSP    | Ticker | Share | Market Value   | %    |
|------------------------------|---------|--------|-------|----------------|------|
| Holdings as of 02/09         |         |        |       |                |      |
| APPLE INC                    | 0270010 | APPL   | 1555  | \$2,827,813.27 | 6.59 |
| GOOGLE INC CL A              | 3030990 | GOOG   | 1990  | \$2,776,710.25 | 6.46 |
| JPMORGAN CHASE & CO          | 4620010 | JPM    | 5615  | \$2,463,341.31 | 5.74 |
| GOLDMAN Sachs GROUP INC      | 3811410 | GS     | 12885 | \$2,369,207.78 | 5.57 |
| DUOLABORGER LTD              | 8060210 | SLB    | 29800 | \$1,768,338.01 | 4.12 |
| ORACLE CORP                  | 3705010 | ORCL   | 30700 | \$1,708,884.01 | 3.99 |
| INTEL CORP                   | 4981010 | INTC   | 84000 | \$1,643,880.01 | 3.83 |
| QUALCOMM INC                 | 7070210 | QCOM   | 32700 | \$1,602,880.01 | 3.74 |
| HEWLETT PACKARD CO           | 4062010 | HPE    | 37000 | \$1,562,881.01 | 3.64 |
| ALCOA INC                    | 6012110 | AA     | 9500  | \$1,377,250.01 | 3.17 |
| KORLEYS CORP                 | 5002010 | KSS    | 20000 | \$1,366,272.51 | 3.12 |
| TEVA PHARMACEUTICALS SPON AD | 8011020 | TEVA   | 21000 | \$1,081,250.01 | 2.52 |
| DISCO SYSTEMS INC            | 1727010 | DISC   | 45000 | \$1,078,132.01 | 2.51 |
| OCCIDENTAL PETROLEUM CORP    | 4760010 | OXY    | 12500 | \$944,750.01   | 2.22 |
| COSTCO WHOLESALE CORP        | 2160010 | COST   | 15500 | \$883,238.00   | 2.07 |
| DANHEISS CORP                | 2205010 | DHEI   | 12000 | \$824,750.00   | 1.92 |
| BLUNDS TOOL WORKS            | 1710010 | FTW    | 18000 | \$802,848.00   | 1.87 |
| PERSCO INC                   | 1734010 | PERI   | 12000 | \$779,150.00   | 1.82 |
| CME GROUP INC                | 1572010 | CME    | 2000  | \$767,424.45   | 1.80 |
| CELEBRITY CORP               | 1010010 | CELE   | 15000 | \$726,700.00   | 1.69 |
| FREIGHT MORGAN CORP & GOLD   | 5671005 | FXC    | 10015 | \$721,434.10   | 1.68 |
| BLACKSTONE GROUP LP          | 0602010 | BLK    | 45700 | \$693,440.00   | 1.62 |
| TARGET CORP                  | 8781010 | TGT    | 14700 | \$658,188.00   | 1.53 |
| ARCHELONETAL ANY REGISTERED  | 0806010 | ARCT   | 16700 | \$652,250.00   | 1.52 |
| EMC CORP                     | 2068010 | EMC    | 34000 | \$582,768.00   | 1.36 |
| LOUIS VUITTON                | 0466010 | LVMY   | 27700 | \$580,250.00   | 1.35 |
| MECO HEALTH SOLUTIONS INC    | 5840010 | MHS    | 3900  | \$547,200.00   | 1.26 |
| CARDEN INTERNATIONAL CORP    | 1334010 | CMR    | 14070 | \$532,127.41   | 1.24 |
| VEVA WIND SYSTEMS - UNP      | 3054010 | VWDR   | 21000 | \$509,732.00   | 1.19 |
| HEA TRENDS CORPORATION       | 4040010 | HEAT   | 12000 | \$497,650.00   | 1.15 |
| INDUSTRIAL CHEMICALS INC     | 0010010 | IPC    | 6700  | \$473,238.00   | 1.12 |
| JOHNSON CONTROLS INC         | 4700010 | JCI    | 17000 | \$445,180.00   | 1.03 |
| RO TRAVEL ADR                | 7074010 | RTM    | 2000  | \$434,238.00   | 1.01 |
| ALTRIA CORPORATION           | 0214110 | ALTR   | 21000 | \$432,210.00   | 1.01 |
| FRANKLIN RESOURCES INC       | 3461010 | BEN    | 4175  | \$403,000.00   | 0.96 |

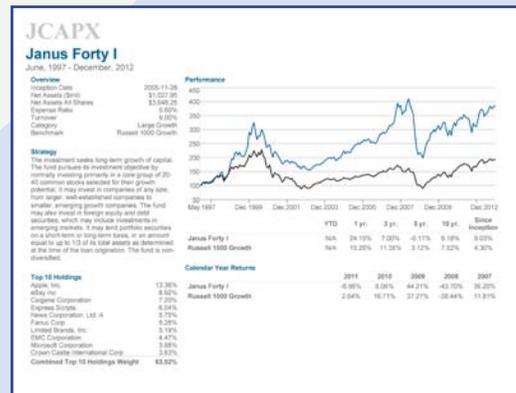
## ProfileProducer

ProfileProducer is a web-based platform that generates clear and concise investment fact sheets designed to your specifications. Packaged with a streamlined data collection and workflow management process, ProfileProducer allows for the timely production and distribution of accurate and compelling sales materials. Consolidating multiple data sources, providing up-to-date information and producing impressive fact sheets will become a much easier process with the power of ProfileProducer.



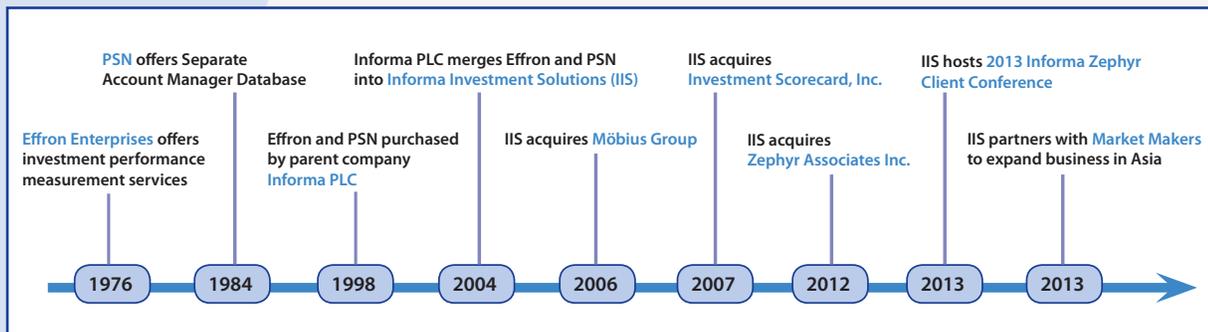
## Reporting Service Bureau

Reporting Service Bureau is a report generation service created for Zephyr StyleADVISOR, Zephyr OnDEMAND Sales, and PSN Enterprise clients. It offers both predefined and customizable templates and workbooks to enhance your report fulfillment process. Our expert staff works with you from creation to production. Once approved, your templates and workbooks are loaded into your library. You can then generate your own reports or let Reporting Service Bureau automate report production according to your schedule, delivering reports as PDFs or posting them on Zephyr OnDEMAND Sales or PSN Enterprise.



## Our History and Growth

Informa Investment Solutions has continued to evolve and expand over the years to become a leading provider of financial software and services. Every day, more investment professionals and institutions turn to Informa Investment Solutions to improve the accuracy, depth, and presentation of the information their clients require.



## Partnering with Industry Leaders

We are the leading provider of software and services to over 2,000 financial institutions, including brokerage firms, money management firms, bank trusts, investment consultants, independent advisors, and pension plan sponsors. With a multitude of solutions that can be customized to meet your specific business requirements, Informa Investment Solutions offers the right combination of technology and services to meet your needs. We partner with premier data providers to ensure you have access to a broad range of datasets. Through our external partners, we provide various pass-through content to create a multifaceted solution for our clients.

## Customizable Solutions

Informa Investment Solutions services many institutional and retail clients, providing products and services for investment advisory firms of all sizes and types. We serve small and midsize organizations, as well as major wirehouses, multinational banks, large consultants, and top money management firms. Many of these firms have been loyal clients, trusting our data, systems and development capabilities over the past 30 years.

Since every client is different, Informa Investment Solutions creates custom solutions to suit your business. Our staff will work closely with you to understand your objectives and then tailor each solution to meet your needs. Whether accessed via the web, installed via ASP, or installed locally, we are committed to providing the information you require, in the format you need.



## About Us

Informa Investment Solutions, a subsidiary of Informa plc, is a leading provider of solutions and custom services to financial institutions and investment professionals. For over 30 years, Informa Investment Solutions has supplied valuable data and offered tailored performance measurement, wealth management tools, reporting, and communications solutions to brokerages, bank trusts, money management firms, investment consultancies, wealth managers, and pension plan sponsors. Our unique ability to create quality, customized products – along with our unrivaled capacity to supply valuable data and support services – makes us a consistent market leader throughout the investment community.

Our primary products include performance measurement and client reporting solutions, investment manager search and evaluation database, and investment proposal generation. With a multitude of off-the-shelf investment applications and our willingness to provide customization, Informa Investment Solutions has the right combination of technology and services to meet the needs of the most demanding clients and investors.



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