

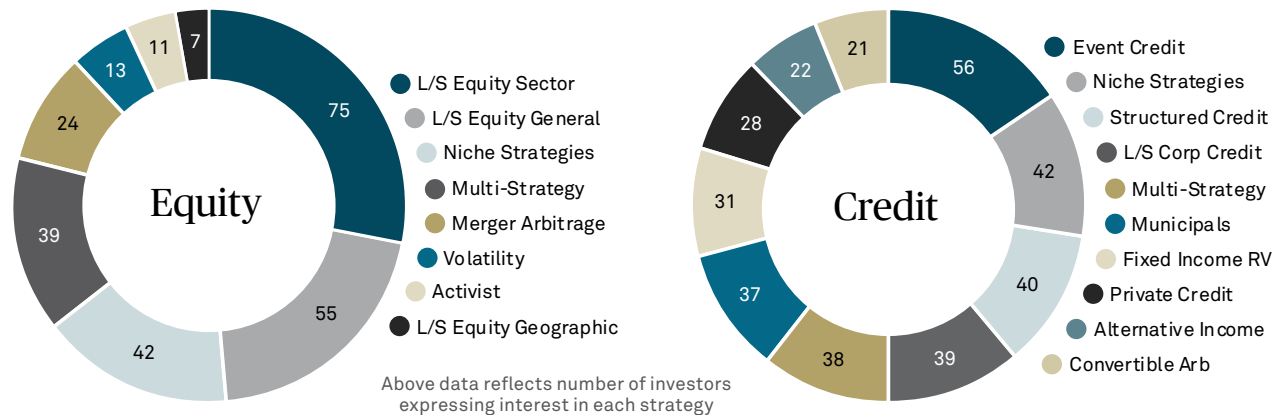
PRIME SERVICES

# Cap IntroGraphics - Quarter in Review

## Q3 2020 - Interest in Alternative Investments

Pershing's Capital Introductions team meets with private wealth and institutional investors across the U.S. to gain insights on investment strategies in the current marketplace. The Cap IntroGraphic below highlights professional investors' interest in specific strategies and their preferences in fund attributes.<sup>1</sup>

### Strategy Popularity



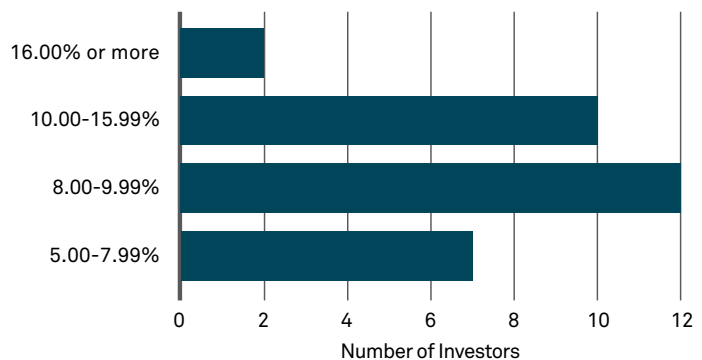
### Typical Allocations

- Consultants/OCIOs: \$50-235M
- Endowments and Foundations: \$7-200M
- Fund of Funds: \$0.5-200M
- Insurance: \$20M
- Multi Family Offices: \$2-250M
- Other Wealth Managers: \$5-20M
- Pensions: \$35-250M
- Private Banks: \$20-90M
- Single Family Offices: \$2-300M
- Sovereign Wealth Funds: \$10-250M

### Strategies with Increased Interest

Differentiated New Funds  
 Liquidity **MWBE** Tax Efficiency  
 Opportunities From Market Structure Issues  
**Asia Specialists**  
 Not Correlated to Equity/Credit  
**Higher Volatility** European Specialists  
 Simply Explainable **ESG Compliant**  
 Industry Specialists Profitable in Downturn  
 Asymmetric Returns

### Minimum Net Returns



### Spotlight on San Francisco Bay Area

We work with 27 investors in the San Francisco and Silicon Valley region, including:



12 Family Offices



6 Endowments & Foundations



3 Fund of Funds

# Are you interested in learning more about allocator perspectives and expanding your investor network?

Pershing's Capital Introductions team can help with:

## Investor Introductions

- Receive quality introductions to professional investors based on investor preferences for investment strategies, thoughts on risk/return and volatility targets, and preferences around AUM and track records

## Pulse of the Market

- Access color on the latest alternative investing topics via our *What's Trending with Allocators* newsletter
- Hear about investor views on new product launches

## Events

- Attend forums, roundtables, and webinars featuring investors sharing perspectives on alternative investment trends
- Connect with alternative managers and professional investors at exclusive networking events across the U.S.

## Other Opportunities at Pershing

As the wealth management industry's largest provider of clearing and settlement solutions, Pershing provides investment managers with:

### Visibility & Clearing Opportunities

- Participate in INSITE, Pershing's premiere financial solutions conference for advisor professionals, through speaking or sponsorship opportunities
- Engage with the financial advisory community through Pershing's RIA Symposiums
- Make your fund available for transaction processing to Pershing's wealth management clients via our custody platform, Alternative Investment Center

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## Contact us

Interested in learning more? Contact our Prime Services' Capital Introductions team:

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<sup>1</sup>Data reflects investor openness to looking at investment strategies (not necessarily immediate, actionable demand or changes in demand) and shows aggregate interest in a particular strategy of those investors that provided information. Investors canvassed may or may not be current investors of funds that are direct clients of Pershing LLC.

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