

# Firm Overview

## The Cambridge Strategy (Asset Management) Limited

### Firm background:

The Cambridge Strategy (Asset Management) Limited is a London based asset management company that has been managing money for its clients since 2004. The Cambridge Strategy focuses on the world's currency markets and has developed three proprietary actively traded currency programmes. It also offers an active currency overlay program. In 2007, the firm was nominated for currency manager of the year by Professional Pensions: Specialist and Alternative Investment Manager Awards.

### Firm ownership:

The Cambridge Strategy is owned by its three senior principals: Edward Baker, Russell Thompson and Peter Henricks. Collectively, they have over 70 years experience in the investment management industry and bring a diverse and distinctive set of skills to the Cambridge Strategy.

### Key individuals:

	Title	Previous Experience	Experience (years)
Edward Baker	Executive Chairman	CIO, Emerging Markets, AllianceBernstein	29
Peter Henricks	CEO	CEO, Alliance Capital, Asia	25
Russell Thompson	CIO	Head of Trading, AIG Trading Inc, Asia	19
Derek Doupe	Director of Marketing	Director, Alternative Investments, Frank Russell	14
Andrew Pether	Senior PM	Proprietary Trader, J.P. Morgan, London	15
Andrew Bresler	Associate PM	AIS Europe Ltd	2
Greg Brown	Operations Manager	Financial Accountant, Cox Insurance	4

### Investment philosophy:

The beliefs that anchor the Cambridge Strategy team are as follows:

- Currency markets have inherent inefficiencies that can be exploited to capture alpha
- These inefficiencies are relatively short term and are best exploited using systematic tools
- Risk management is key to achieving long run success and downside risk must be mitigated
- Business success is a function of having the right team dedicated to these basic beliefs

### Investment approach:

The Cambridge Strategy employs a series of systematic proprietary decision tools to identify trading opportunities in the global currency markets. These trading tools are utilised in a set of systematic strategies which are combined into investment portfolios.

The proprietary trading tools were developed by the principals of the Cambridge Strategy. The Cambridge Strategy has also developed a proprietary risk management framework to ensure that the trading tools are efficiently integrated into our strategies. In particular, strategies and portfolios are positioned to mitigate the impact of downside risk.

Critically, risk management applies at multiple levels:

- Individual trade implementation
- Individual strategy level
- Overall portfolio level

Proprietary Trading Tools → Systematic Strategies → Investment Portfolio Programmes

### Investment Programmes On Offer:

Asian Markets Alpha: .....	Absolute Return – Asia
Developed Markets Alpha: .....	Absolute Return – G-10
Extended Markets Alpha: .....	Absolute Return – Global currency markets
Currency Overlay: .....	Risk mitigation and / or return generation

### Investment Options:

	Managed Accounts	Commingled Fund	Principal Protected Note
Asian Markets Alpha	✓	✓	✓
Developed Markets Alpha	✓		✓
Extended Markets Alpha	✓		✓
Currency Overlay	✓		

Note: Managed Accounts are available on several third party platforms.

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