

The Power of Focus

COWEN
ASSET MANAGEMENT

Cowen Asset Management

The Power of Focus

Superior investment performance in regional and global equities

Who is Cowen Asset Management?

Malcolm Thomas, Madeleine Barker, Mark Amery, Ann Ellis

The team comprises three highly experienced specialist fund managers and a sales and marketing professional. Like four interlinked cogs in a finely tuned mechanism, they work with precision as one, using their independent strengths to drive the business forward, harnessing individual flair within a disciplined approach and a common investment ethos.

With an impeccable track record and a pedigree to match, they first began working together as a team in 1995 and produced consistent outperformance over many years. Having firmly established their reputation with Swiss Life Asset Management, they have now joined forces to form **Cowen Asset Management Limited**, bringing together 100 years' combined expertise in one powerful and compelling boutique.

Small, agile and cohesive, the Cowen Asset Management team enjoys complete investment autonomy, empowering it to achieve optimal medium and long-term returns, with the emphasis on flexible and transparent long only equity solutions based on client specific benchmarks. As Cowen fund managers' interests are directly aligned with those of their clients, investors can be confident that the team will make every effort to deliver outstanding performance.

Cowen Asset Management Limited is fully backed by Cowen Group, Inc., the parent company of Cowen and Company, a US-listed investment bank which has shown strong growth since its foundation in 1918.

Cowen
The Power of Focus



“ Built on a foundation of trust, mutual respect and an uncompromising commitment to client service, Cowen Asset Management is a potent new force in boutique fund management ”

“ Focusing beyond convention to deliver exceptional medium to long-term performance across all market conditions ”

Focus on Performance...

In an industry driven by performance, track record counts. The team's pedigree speaks for itself. The fund managers' historic performance at Swiss Life Asset Management is well documented, placing them consistently in the upper quartile over 1 year and rolling 3, 5 and 10 year periods during the time they worked together.

Cowen Focus Funds:

Cowen offers a flexible, straightforward and transparent fund choice; all products are long only equity vehicles designed to suit clients' individual requirements.

The investment objective of the Cowen Focus Funds is to provide an attractive mid to long-term return by investing in undervalued companies. Each portfolio is managed without reference to the composition of any stockmarket index and is typically comprised of 30 - 60 stocks.

The current range of funds includes:

[Cowen Global Focus Fund](#)

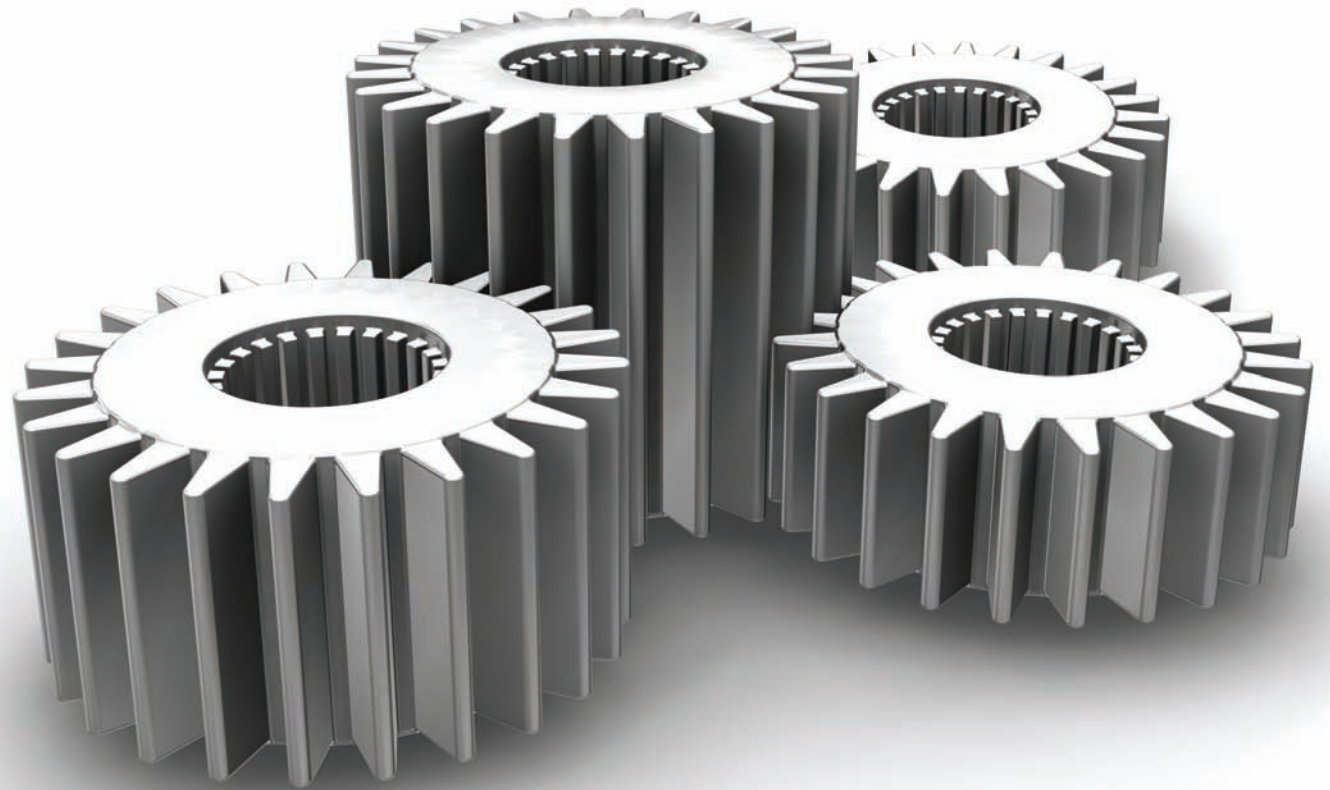
[Cowen UK Focus Fund](#)

[Cowen European Focus Fund](#)

[Cowen US Focus Fund](#)

[Cowen Far East Focus Fund](#)

Cowen Asset Management





How do Cowen's asset managers outperform?

By focusing on stock selection...

The emphasis is on identifying companies beyond the consensus view whose potential has yet to be fully appreciated by the market. Typically, these businesses will be undervalued, competently managed and show the potential for improved operating performance.

The fund managers assess individual companies' potential from the bottom upwards, unearthing attractive opportunities that are likely to be positively revalued over the medium to long-term.

By not being limited to a single theme, investment style or market environment, the fund managers are free to develop a diverse portfolio based on individual stock selection, enabling them to seek excess returns across all market conditions. Unrestricted by market capitalisation concerns and the economic cycle, they operate as conviction based investors who identify their own opportunities.

As an approach it demands well informed market insight and a commitment to in-depth research, as well as maintaining strong industry links and the ability to apply rigorous analytical assessment. In short, it requires expertise and a belief in one's convictions, both qualities which Cowen Asset Management's fund managers have demonstrated over many years.

Which companies are selected?

- Companies demonstrating a competitive advantage and operating leverage in growth industries, that are also able to generate superior earnings growth and returns on capital through increasing both volumes and margins over the medium to long-term.
- Companies with the capacity to deliver strong free cash flow and generate returns on capital significantly in excess of their cost of capital. The value of a company is ultimately a function of the amount of cash flow generated on its capital base over time, as this will determine the distributions (e.g. dividends, share buybacks, etc.) that a company can, over time, make to its shareholders.
- Companies where the fund manager can identify a 'catalyst for change', including a change of management, restructuring and any other factors that are likely to result in a revaluation.

Of particular interest are mid and small-cap stocks, which tend to be less well researched and can offer the potential for greater upside as the market becomes more aware of them. These stocks tend to be less liquid and the fund managers give due consideration to potential liquidity issues that may arise.

The fund managers view controlling and monitoring risk as very important and are aware of from where the risk comes and how it has an impact on the overall portfolios. However, their investment process is not constrained by onerous risk parameters.

“ Intelligent and incisive conviction based stock selection is the driving force behind Cowen Asset Management's investment strategy ”

“ Cowen Asset Management – professional, stable, transparent... a highly personalised approach, built on integrity, close contact and broad-based, in-depth research ”

By focusing on relationships...

When you invest with Cowen Asset Management Limited, expect to receive impeccable service built on a foundation of communication, trust and mutual respect. Indeed, the team's enduring success is a testament to its members' passion to develop strong relationships with their clients over many years.

A fund's ultimate performance, the fund managers believe, is closely linked with effective relationships at all levels. Pre-investment company meetings are routine. Once an investment is made they consider it important that regular contact is maintained with each company's senior management to monitor progress and ensure they are delivering on their promises.

To this end, each Cowen fund manager has in excess of one hundred meetings with senior company management each year. This helps them to understand the company's business model, evaluate strategy and monitor progress. They assess the company management's ability, integrity, competence and experience. They will also endeavour to ensure that the management's interests are properly aligned with those of the shareholders.

A typical meeting will include reviews of company reports and accounts, balance sheets, profit and loss, cash flow statements and the notes provided to the accounts. They will look at factors that determine the level of profitability: revenue, costs, margins, capital expenditure, research and development. They will also assess the underlying business fundamentals that drive profitability: products, market position, barriers to entry, competitive position, market dynamics, regulation, capex requirements and management capability.

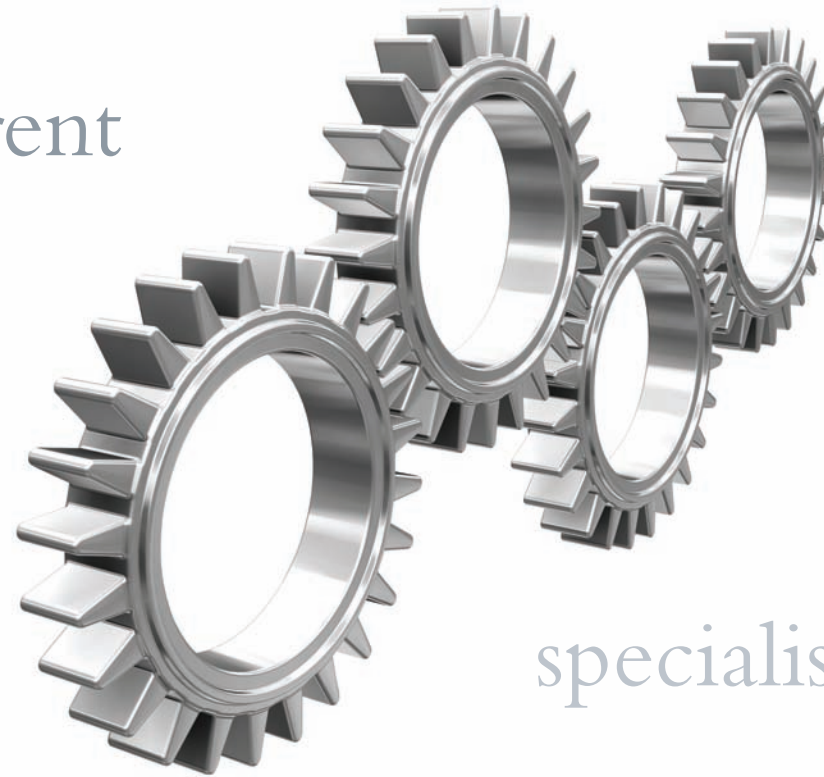
honest

reputable

transparent

credible

experienced



specialist

approachable

professional

By focusing on teamwork...

When you work as part of a cohesive team, which first came together more than twelve years ago, empathy and trust come as second nature. The character of Cowen's boutique approach means that the managers work in close proximity, allowing for the exchange of fertile ideas, nimble decision making and instantaneous communication which enhances their ability to outperform.



Mark Amery, Director, UK Equities

Mark is a specialist UK Equity Fund Manager with over 20 years' experience in managing UK equity portfolios. He has a proven ability to deliver alpha, demonstrated by an excellent long term performance record. Mark was named the top active UK Equity Fund Manager in the Financial News annual poll of consultants in 2000.



Malcolm Thomas, CEO and Director, US & Far East Equities

Malcolm is a highly knowledgeable Fund Manager responsible for both US and Far East Equities with over 25 years' experience. He has managed Global equity portfolios with an excellent track record over many years, and has also successfully managed an international fund of funds product.

Madeleine Barker, Director, European Equities

Madeleine is a seasoned European Equity Fund Manager. She is a widely practised finance professional with a track record in excess of 25 years. This encompassed corporate banking, European equities (buy/sell) and international fixed income, the vast majority of which has been within the investment and pensions industry. A strong academic background complements good presentational and communication skills.



Ann Ellis, Director, Sales & Marketing

Ann is a dynamic institutional sales and marketing professional with over 30 years' experience in Financial Services. She has a recognised presence in the institutional market through both consultant and pension scheme relationships. Her critical priorities are client service, communication and an aim to provide a superior bespoke investment service that is appropriate to clients' needs.



How to invest

The Simplified Prospectus contains important information including investment policy, risks and charges for each fund. To invest, please read the Simplified Prospectus and complete the appropriate application form contained in this document and return it to the address outlined. Please note that as the Cowen Focus Funds have more concentrated portfolios than traditional mainstream funds there is a high investment risk attached to them.

If you require any further information on the Cowen Focus Funds or our capability for segregated funds please contact:

Ann Ellis

Cowen Asset Management Limited

11th Floor, 1 Snowden Street

London EC2A 2DQ

Telephone: +44 207 071 7678

Email: ann.ellis@cowen.com

Visit: www.cowenfunds.com

Please note the Simplified Prospectus and full Prospectus are available free of charge. This communication does not attempt to provide a full analysis of those matters with which it deals and is provided for general information purposes only. It is not intended to constitute financial or legal advice and should not be treated as a substitute for professional advice. Cowen Asset Management Limited does not accept liability for any loss which may arise from reliance on the information in this communication. Cowen Asset Management Limited is the asset manager for a range of funds. The price of units in all the funds directly reflects the value of the underlying investment, hence, prices may increase or decrease in the future. The performance figures are not projections and past performance is not necessarily a guide to future performance. The performance referred to is not current but relates to the time that the Cowen Asset Management Limited team worked together at Swiss Life. Cowen Asset Management Limited is authorised and regulated by the Financial Services Authority. Whilst all reasonable care has been taken to ensure that the information herein is not untrue or misleading at the time of publication, Cowen Asset Management Limited makes no representation to its accuracy or completeness. Any information provided by Cowen Asset Management Limited or its employees does not constitute advice. For your protection telephone calls may be monitored and recorded. The material in this presentation is directed only at persons or entities who are either Professional clients or Eligible Market Counterparties for the purposes of the FSA Conduct of Business Sourcebook. Cowen Group, Inc., Cowen Asset Management Limited's parent, is incorporated in the USA.

Cowen Asset Management Limited. Registered Offices: 1 Snowden Street, London, EC2A 2DQ. Registered in England and Wales Number 6220105.

“ Cowen Group, Inc. provides a stable business support platform, leaving the fund managers free to focus on what they do best – managing money and selecting the right stocks ”

The Power of Focus

COWEN
ASSET MANAGEMENT

