

## Why Fisch Asset Management?

### Fisch is firm:

Consistently implemented enterprise culture with a view on long-term client and employee relationship

### Fisch is focussed:

Specialisation on the know-how intensive asset management of asymmetric products

### Fisch is different:

Our clients are directly talking to the proprietors

### Culture

- respect, communication, team spirit, honesty, generosity are being lived
- full transparency internally and externally
- entrepreneurial thinking, all employees are shareholders

### Independence

- independent analysis: in-house IT develops specialised Portfolio Management and Risk Management Tools
- in-house credit research
- no conflict of interest: no profits from trading desk
- no external exercise of influence

### High professionalism

- clearly structured investment process
- long-term experience in the convertible market

### Clients

- Boutique asset manager: accessible, clear structure, flexible, transparent and authentic
- client receives exactly the service that is requested

### Market success

- European acknowledged convertible bond manager with long-term track record
- AuM quadrupled in the last 5 years
- well-known client list
- strategic cooperation with Schroders Investment Managers

### Client benefits:

Content and highly motivated employees guarantee best results over long term

### Client benefits:

no hidden costs  
highest information content

### Client benefits:

Profit from Europe's biggest convertible bond team

### Client benefits:

client interest = Fisch interest  
tailor-made solutions  
higher returns and lower risk

### Client benefits:

market success represents security