**Fundstrat Global Advisors** 150 East 52<sup>nd</sup> St, 3<sup>rd</sup> floor New York, NY 10022

# Research Capabilities Evidence-based research

For Reg AC certification and other important disclosures, see <u>slide 28</u>. www.Fundstrat.com | Bloomberg: FSGA <<GO>>

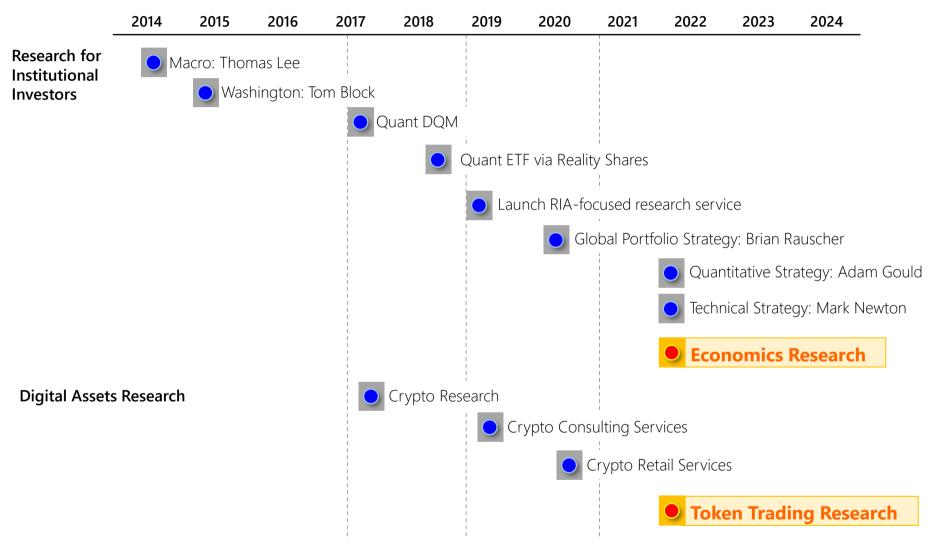
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### **Fundstrat at a glance**

Clients 200	
Countries 25	
Webinars 7	<b>'8</b>
Network TV appearances (Lee. past year, CNBC, Bloomberg, Fox)	<b>94</b>
Mainstreet Media Mentions (Last 12 months, per Google)	7,500
Twitter Followers (Lee only)	170,000
Twitter Impressions (Lee only, Last 12 months)	120 million
Employees	<b></b>

### **Roadmap of Services**



Source: Fundstrat, Bloomberg

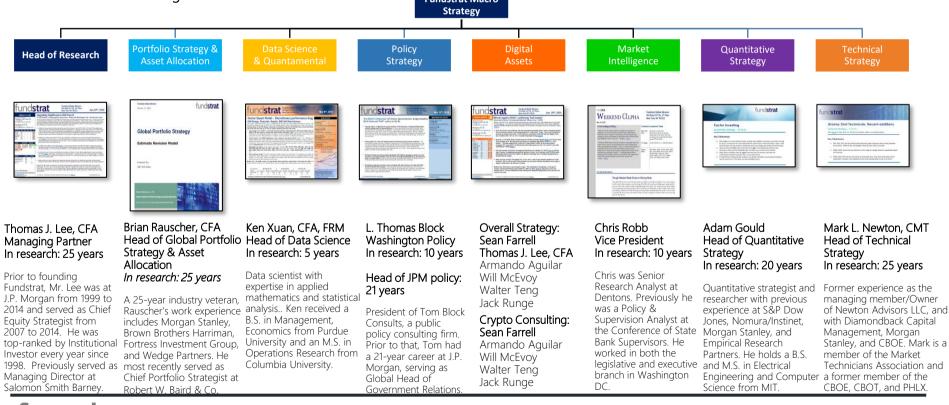


### Fundstrat—a contrarian approach to strategy

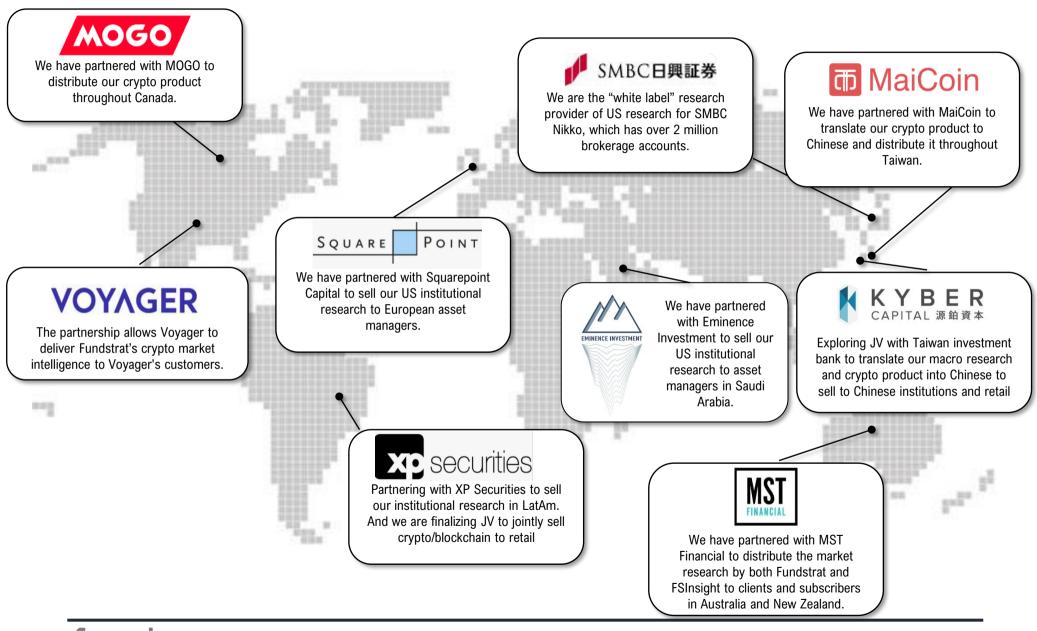
- Fundstrat is an independent research firm established in 2014, with clients in over 16 countries and count as current institutional clients the top asset managers, hedge funds and private banks, representing ~70% of globally managed equity assets.
- Our macro strategy team produces primary research along seven product verticals: (i) Portfolio Strategy, (ii) Digital Assets; (iii) Quantitative Strategy; (iv) Global Portfolio and Asset Allocation Strategy, (v) Technical Strategy, (vi) Quantamental, (vii) Washington Policy, and (viii) Market Intelligence.
- Our Quantitative and Crypto Indices (managed by Ken Xuan) are widely followed by Fundstrat clients.

dstrat

The research team has over 100 combined years of institutional sell-side research experience and three of the four sector heads were formerly in this role at J.P. Morgan.
 Fundstrat Macro



### **Fundstrat leverages global partnerships**



### **Clients should "concentrate" relationships**

From Byron Wien Vice Chairman Blackstone

"My performance improved once I began to **use fewer research providers and** <u>use them more</u> <u>intensely</u>."

### More clients seeking Portfolio Strategy

### From Third Point's 3Q16 Quarterly Letter Author: Daniel Loeb.

Nearly one year into this market cycle, a few truths of hedge fund investing are evident: 1) portfolio positioning matters as much as stock picking skill; 2) factor risk, not beta, has driven hedge fund underperformance in an up market; 3) crowded trades are a symptom of the prevalence of copycat investment frameworks practiced by hundreds of funds formed over the past decade to mimic the success of many of their investing legend mentors and therefore naturally share the same outlooks and biases; and 4) putting money to work in equities and credit today requires a thoughtful perspective on global events. Macro analysis is no longer just for macro traders.

## **General Principles**

An integrated research process with a proven track record...

1. Credit *lead* equities

Stocks "junior" piece of capital structure

- 2. Regimes supercede business cycles Regimes drive multi-year, multi-decade cycles which need to be overlayed to biz cycle dynamics
- Investors too reliant on "last cycle" factors
  Today's Portfolio Manager has a median tenure of 7 years—meaning he has only seen one cycle.
- 4.Consensus lags<br/>(not leads)Consensus tools and indicators are already<br/>discounted by markets and computers.
- 5. "Signal" from Noise

We look for 1, 2, 3-sigma signals to identify quantifiable investment opportunities.

# What most sell-side gets wrong

An integrated research process with a proven track record...

**Street Research** 

### fundstrat Differentiation

"Short term"-ism

Regime and cycle analysis.

<u>REACTIVE</u> not predictive

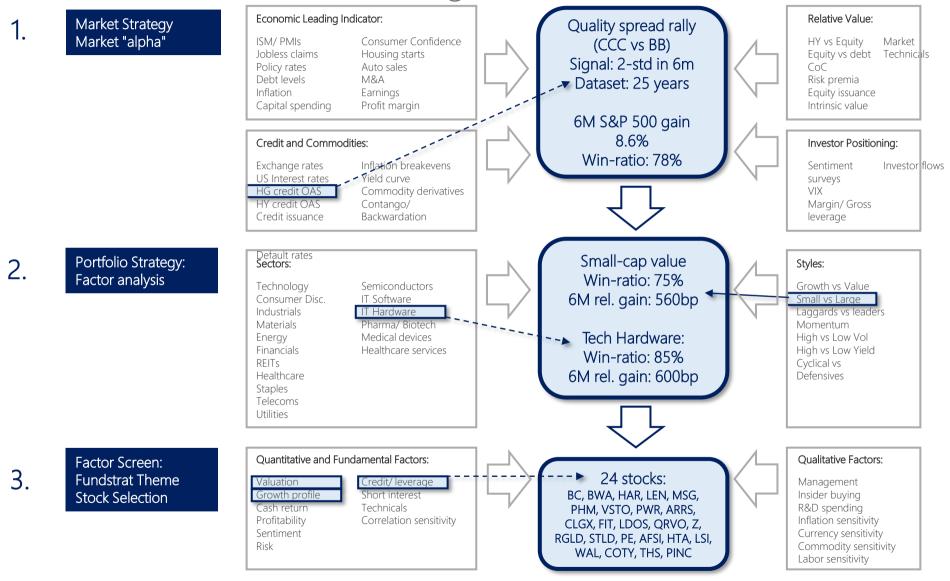
Fundamental based indicators with *quantifiable* reliability

Too many <u>OPINIONS</u> (not conclusions) "Signal" from noise. Systematic models drive conclusions with <u>a high-</u> <u>probability of success</u>.

**Consensus indicators** 

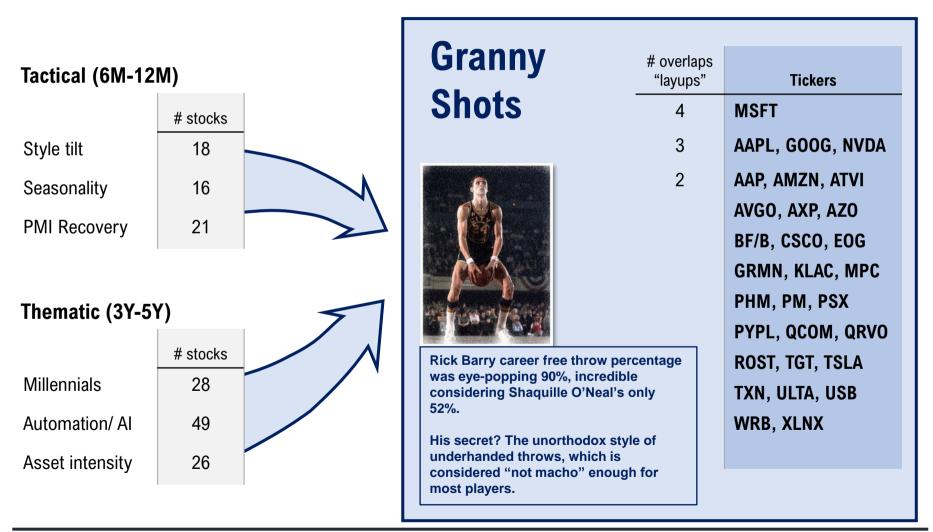
Proprietary databases identifying important leading and lagging indicators.

### The process of a strategy call... From "US Flash" dated August 26, 2016



# **2021 "granny shots"**

Stocks recommended at least in 2 of our 2021 strategies



### Fundstrat ETF Driven Strategy by Brian Rauscher

- This strategy seeks to increase alpha and lower risk by investing in those sectors of the S&P 500 that should Outperform, while cutting exposure to the sectors that should Underperform. This balancing should help deliver more profits in a bull market and reduce losses in a bear market.
- This strategy is based on 1) Sector Macro/8-panel analysis; 2) Intra-Sector Macro/8-panel analysis; 3) Deep dive into the largest individual stocks within the Sector using our proprietary single stock ERM model (Earnings Revision Model).

#### January ETF Sector Allocation



### Fundstrat Blockchain Research Capabilities

- Fundstrat is widely recognized as the only institutional research firm providing comprehensive market analysis and price analytics for crypto-currencies and blockchain technology.
- We have already established leadership in this space—in just the past year (since launching crypto-currency research), we count >10% of all crypto-funds, representing ~33% of crypto AUM as our paying clients. We are effectively the only paid research subscription service in crypto with widespread adoption.
- Thomas J Lee, head of overall strategy for crypto-currencies, is widely followed by both institutional investors, individual investors and the media. Our work is often widely quoted and cited in social media, traditional media channels and on television/cable networks.

#### Our crypto-currency research products include the following:

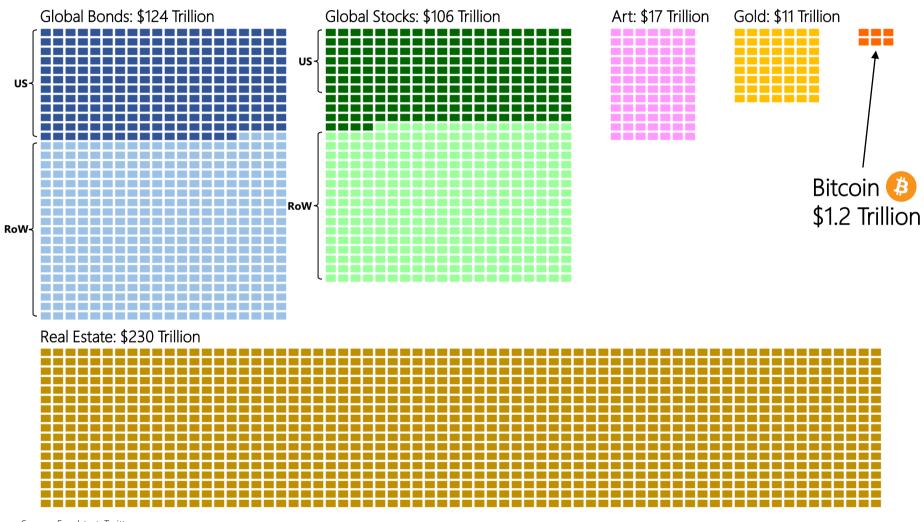
- A proprietary valuation framework for the valuation of Bitcoin and major crypto-currencies.
- Fundstrat launched 5 crypto-currency indices last year. New products include:
  - ✓ Volatility-adjusted crypto-indices (beyond cap-weighting)
  - Launch of qualitative indices including: privacy tokens; general platform tokens; exchange tokens and digital currencies.
- A proprietary Bitcoin Misery Index to measure the Bitcoin holder's satisfaction with investing.
- Crypto-currency and Bitcoin mining and security model;
- Additionally, we provide bespoke quantitative research analytics for our crypto-currency clients, including portfolio optimization and risk-weighting.

#### **Bitcoin earliest stages – 0.1% size of overall addressable investment**

• Bitcoin's network valuation is \$1.2 trillion which ranks it as tiny versus other liquid market.

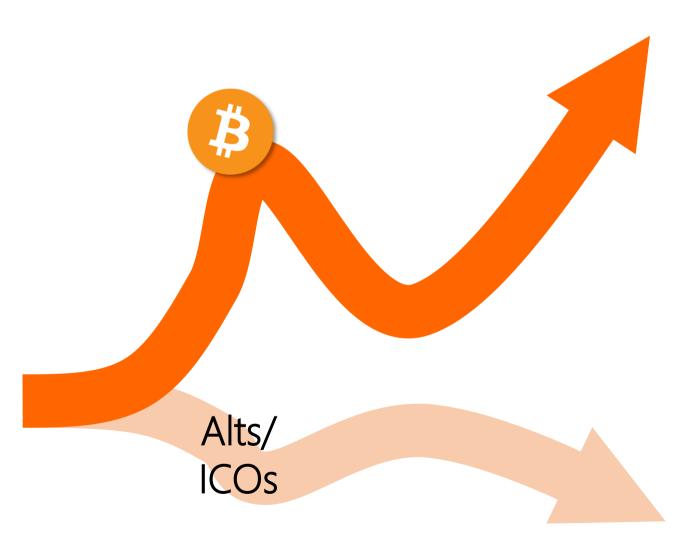
Figure: Size of various markets

Each square = \$200 billion



Source: Fundstrat, Twitter

### **Eco-system revolving around Bitcoin...**



#### <u>Value capture</u>

Trading and research Custody On-ramps Insurance Investor education

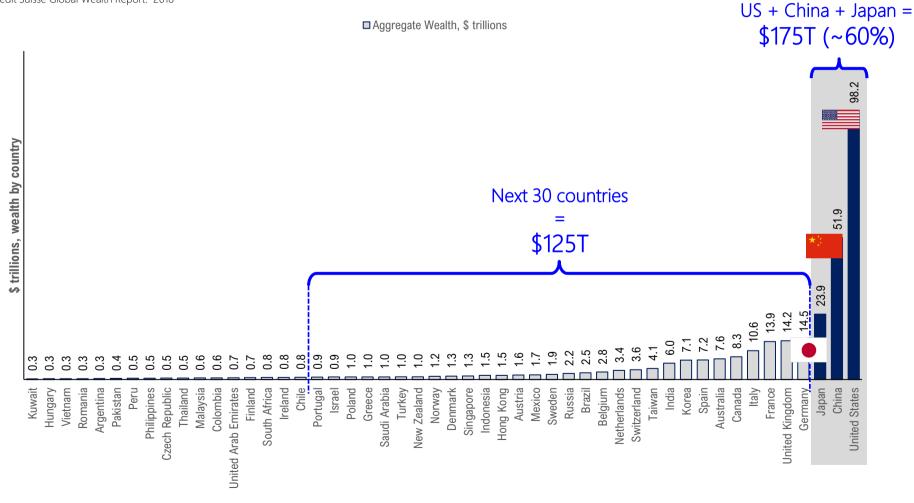
#### Businesses: Payment processing UX/ UI businesses

<u>Alts/ ICOs</u> Investment banks Influencers Early stage investors

Source: Fundstrat,

### <u>US + China + Japan = 60% Global Wealth</u>

Figure: Aggregate wealth by country Credit Suisse Global Wealth Report. 2018



Source: Fundstrat, Bloomberg, Credit Suisse.



### **US most important economy for digital assets**

#### Figure: Garrick Hileman's Bitcoin Market Potential Index (BMPI)

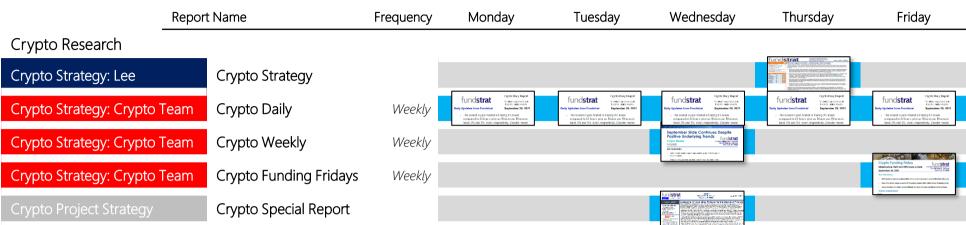
Sorted by High (greatest potential to Low (least potential)

country urgentina (enezuela Limbabwe Jalawi Jnited States Jelearus Jelearus Jelearus Jeland ran tussia Suinea-Bissau Junea-Bissau Junea-Bissau Junea-Bissau Junea-Bissau Junea-Bissau Junea-Bissau Junea-Bissau Junea-Bissau Junea-Bissau Junea-Bissau Janea Jao Jao Jao Jao Jao Jao Jao Jao Jao Ja	Rank        51        52        53        54        55        56        57        59        60        61        62        63        64        65        66        67        70        71        73	Country Morocco Thailand Tajikistan Philippines Namibia Burundi Dominica Mali Sao Tome and Princip Comoros Madagascar Croatia Aruba St. Kitts and Nevis Panama Mexico Haiti Macedonia Azerbaijan Costa Rica Seychelles	101 102 103 104 105 106 107 108	Country Guatemala Germany Honduras Pakistan Fiji Samoa Armenia Dominican Republic United Kingdom Norway Slovenia Trinidad and Tobago Iraq Albania Cyprus Tonga Ecuador	Rank        151        152        153        154        155        156        157        158        159        160        161        162        163        164        165	Country Spain Indonesia Maldives Chile Qatar Mongolia Czech Republic Kenya New Zealand Austria United Arab Emirates Papua New Guinea Djibouti Japan Liberia		1 2 3 4 5 6 7 8	Argentina Venezuela Zimbabwe Malawi United States Belarus Nigeria
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### **Research Publications**

Report Name			Monday	Tuesday	Wednesday	Thursday	Friday
Macro Research							fundstrat manufacture
Portfolio Strategy: Lee	Weekly Strategy	Weekly					
COVID Daily Update: Lee	FLASH: COVID update	4 Days (Sunday)	Fundational and the software and the sof	Fundational and the second sec		Fundational and the second sec	
Global Portfolio Strategy: Rauscher	Estimate Revision Mode Monthly Update	Monthly					Cookal Portfolio Ortenaty  Cookal Portfolio Ortenaty  control ortenaty  control ortenaty  control ortenaty  control ortenaty  control ortenaty  control ortenaty
Global Portfolio Strategy: Rauscher	Whispers of Wall Street	Weekly					Color Devices  Color D
Quantitative Strategy: Gould	Quant Strategy	Weekly		Fundstrat			
Technical Strategy: Newton	Technical Strategy	Daily	funcistrat	Functional	Functionation	Functional	Fundament
Market Intelligence: Robb	Weekend Alpha	Weekly					Under Control of Contr
Market Intelligence: Robb	Signal from Noise	Weekly					Stranders 2 serve
Quantamental: Xuan	Fundstrat Quant Model	Monthly Rebalance	fundstrat				
Washington: Block	Tom Block's Takeaways	Weekly	Experimental Analysis and a Marca Sample and a service  The Sample and Analysis and Anal				
Daily	Daily Markets Update & Earnings Report	Daily		Fundatati	Fundstrate Dynamic and the second sec	Fundstrate Dynamic and the second sec	Fundatat References Datates Destructions Des

### **Research Publications**



### **Research Services**

		Institutional			
		Read-only	Low-touch Client	Full-service	Partnership
Macro F	Research				
Read-only	Fundstrat publications	•	•	•	٠
	Conference calls / Webinar	•	•	•	•
Interaction	Periodic Phone calls/ emails		•	•	•
	One-on-one meetings			•	•
	Idea dinners			•	•
Custom work	Bespoke projects			•	•
Model sharing	Custom indices/ DQM analysis				•
	Sharing research models				•

#### **Crypto Research**

	Sharing research models				•
Model Sharing	Create custom sector indices				•
Custom work	Bespoke projects			•	•
	Idea dinners			•	•
	One-on-one meetings			•	•
Interaction	Periodic Phone calls/ emails		•	•	•
	Conference calls / Webinar	•	•	•	•
Read-only	Fundstrat publications	•	•	•	•

### **Management**



#### Thomas J. Lee, CFA Co-Founder, Head of Research In research: 26 years

Prior to founding Fundstrat, Mr. Lee was at J.P. Morgan from 1999 to 2014 and served as Chief Equity Strategist from 2007 to 2014. He was top-ranked by Institutional Investor every year since 1998. Previously served as Managing Director at Salomon Smith Barney. Mr. Lee graduated from the undergraduate program at the Wharton School, University of Pennsylvania.



#### John Bai Co-Founder, Head of Sales In sales: 25 years

Fundstrat sales is led by John Bai, who has 25 years of experience in finance. Former head of Asia and US equity sales at Mizuho Securities. Former head of hedge funds sales at CLSA (Calyon Securities). Former head of Asia equity sales at ING Barings.

Extensive knowledge of all major hedge funds in USA and Asia. Was ranked top Asia equity sales in 2004. Biggest producer of commissions at CLSA and Mizuho Securities since 2003. BA in electrical engineering Columbia University. MBA in finance and accounting University of Chicago.



#### Adam Klein, CPA Partner, Chief Financial Officer In financial services: 15 years

Most recently, Adam spent 3 years as the Senior Controller at Jafra Capital Management LP, a long/short macro hedge fund. Adam joined Jafra pre-launch where he headed up their financial reporting and trading operations. Prior to Jafra, Adam spent nine years with Omega Advisors, Inc., as an assistant controller for several flagship Omega funds. Adam began his career in 2004 at Ernst & Young LLP in the asset management office and earned his BA from the University of Oregon and his MBA from Baruch College's Zicklin School of Business.

Source: Fundstrat



### **Research Team**



L. Thomas Block Washington and Policy Strategist

Tom had a 21-year career at J.P. Morgan, as Global Head of Government Relations. Prior to that, he served as Legislative Assistant and Chief of Staff in the House, and Legislative Staff Director in the Senate.



Sean Farrell Head of Digital Asset Research In research: 6 years

Sean Farrell is a Vice President of Digital Asset Strategy at Fundstrat Global Advisors. Prior to joining Fundstrat, Sean was a manager in the Transaction Opinions group at Alvarez & Marsal, and previously worked as an associate with Anvil Advisors.



#### Adam Gould, CFA Head of Quantitative Research In research: 20 years

Quantitative strategist and researcher with previous experience at S&P Dow Jones, Nomura/Instinet, Morgan Stanley, and Empirical Research Partners. He holds a B.S. and M.S. in Electrical Engineering and Computer Science from MIT.



#### Mark L. Newton, CMT Head of Technical Strategy In research: 25 years

Former experience as the managing member/Owner of Newton Advisors LLC, and with Diamondback Capital Management, Morgan Stanley, and CBOE. Mark is a member of the Market Technicians Association and a former member of the CBOE, CBOT, and PHLX.



Brian Rauscher, CFA Head of Global Portfolio Strategy & Asset Allocation In research: 25 years

Rauscher's work experience includes Morgan Stanley, Brown Brothers Harriman, Fortress Investment Group, and Wedge Partners. He most recently served as Chief Portfolio Strategist at Robert W. Baird & Co..



#### Ken Xuan, CFA, FRM Partner, Head of Data Science Research In research: 7 years

Data scientist with expertise in applied mathematics and statistical analysis. Ken was an operations strategy consultant at West Monroe Partners. Ken received a B.S. in Economics from Purdue University and an M.S. in Operations Research from Columbia University.

Source: Fundstrat

### **Research Team**



#### Jonathan Lesser Vice President In research: 25 years

More than 25 years experience in investment strategy and research, most recently with RW Baird & Co., where he was responsible for developing and maintaining the Global Portfolio Strategy data platform. Prior to Baird, Jonathan worked at Fortress Investment Group as well as at Brown Brothers Harriman.



#### Chris Robb Vice President In research: 10 years

Prior to joining Fundstrat, Chris was Senior Research Analyst at Dentons. Previously he was a Policy & Supervision Analyst at the Conference of State Bank Supervisors. He worked in both the legislative and executive branch in Washington DC. Chris also founded a FinTech company in 2015.

#### Jax Nussbaum Research Associate In research: 1 year

Previously a Business Analyst at Monday Properties, a commercial real estate investor and operator. He holds a B.S. in Finance and Data Science from NYU Stern.



#### Armando Aguilar Vice President In research: 5 years

Armando has over 5 years of experience in the international capital markets covering the Latin America and Caribbean region. He previously worked at BNP Paribas and Natixis where he helped governments, Quasisovereign institutions, corporates, and financial institutions raise capital. He has been investing in the blockchain and cryptocurrency space since 2014.

#### John Bush Research Associate In research: 1 year

Previously an intern at Chimera Investment Corporation, a mortgage REIT. He holds a B.S. in Operations Research and Information Engineering from Cornell University.



#### Will McEvoy Research Associate In research: 3 years

Will brings three years of experience in strategic finance, data analysis, and digital asset investing. Prior to joining Fundstrat, he was Assistant Vice President at Dynasty Financial Partners, where he built the firm's Strategic Finance & Analysis product.



#### Jack Runge Research Association

Research Associate In research: 1 year Jack was previously at Capital

Jack was previously at Capital One's Auto Finance division where he helped revamp their pricing structure and modeled around loan-level cash flow and dealer financial health predictions. Jack holds a B.S. in Nuclear Engineering from Texas A&M



#### Walter Teng Research Associate In research: 3 years

Walter has previously held roles at Amazon and other PropTech startups. He holds a BA in Economics from University of Michigan, MSc in Financial Analysis from London Business School, and has passed 3 levels of the CFA Examinations.



### Source: Fundstrat

### **Research Team**



#### Carrie Presley Vice President and Head of Video Production

Carrie has over 10 years of corporate accounting experience and is a nationally recognized educator for her innovations in technology. Most recently, Carrie founded a blockchain software engineering and education company, developing programs for decentralized applications. Carrie received her BBA from the University of Oklahoma in Accounting.



#### Lazlo Vekony Senior Web Development and UX/UI Consultant

Lazlo Vekony is a senior full-stack web developer at FSInsight. He has received a Master of Arts degree in Law. With close to a decade of web development experience he develops and maintains the FSInsight website.



#### Diego Czul Web Developer In research: 6 years

Mr. Czul's experience in technology covers Bioinformatics, Aerospace Engineering, and Algorithmic Trading in financial markets. He has developed extensive information systems involving real-time data in fixed income, forex, commodity and cryptocurrencies powered by Al and NLP. Cryptocurrency enthusiast since 2014, his expertise covers Al, technology, data-mining, blockchain, cryptocurrency and macroeconomic trading.

Source: Fundstrat



### Sales Team



#### Bill Vasilakos Partner, Managing Director In sales: 20 years

Former Senior Institutional Equity Salesperson at Empirical Research. He has over 20 years of experience in both research and sales.



#### Jay Kreske Managing Director In sales: 25 years

Jay has over 25 years of experience serving institutional clients at major Wall Street firms including JP Morgan, Deutsche Bank and Mizuho Securities.

Jay graduated with degrees in Finance and Marketing from the University of Wisconsin – Milwaukee and holds an MBA from The Booth School of Business at the University of Chicago



#### Matthew Diaz Sales Associate In sales: 1 year

Prior to joining Fundstrat Global Advisors, he was an Intern at Madison Avenue Partners, a special situation hedge fund. Matthew holds a B.S. in Industrial Engineering and Operations Research with a concentration in Engineering Management Systems from Columbia University.

Source: Fundstrat



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