



REAL-TIME. ALL THE TIME. EVERYWHERE



Client relationships are more delicate than ever before. Nothing can simulate or replace the value of face time, coupled with real conversations about investor allocations —keeping track of positions and demonstrating results, all while staying true to your methodology. As a fund manager, you're saddled with growing challenges and relationship maintenance is chief among them. The right operating system should make these challenges manageable by enabling, not stifling, your business — and the nature of good business relies on mobility -- the ability to operate off-floor, away from the desk, in real-time.

Liberate your fund. Operate everywhere with LiquidMobile.

MOBILE, IN THE NEW FUND REALITY

In the evolution of hedge fund technology, progress has always meant more freedom. The freedom to pilot new strategies. The freedom to take action in and against the markets. But today's fund reality is a crowded one that on average, walks 1,000 funds in and out of business per year. As a fund manager you need smarter and faster ways to identify and capture alpha, while operating seamlessly cross-investor, cross-office, and cross-ocean, with the ability to:

Simplify front office processes through a single vendor-partner, from creating orders in LiquidTradeSM to actively managing performance and risk in real-time through LiquidMobile while away from the office.

View real-time P&L and risk, to see the impact your latest transactions have on your portfolio.

Access our library of exposure and risk metrics to create custom dashboards and reports based on your needs.

Rapidly stress test potential scenarios to answer detailed investor questions, such as "How does the price-drop in oil affect my investments?"

Verify your official books and records with comparative NAV calculations including margin financing interest, and accruals and commission calculations

MARKET TESTED, FOR INFORMED DISCUSSIONS & DECISIONS

Real-time risk management is client management. Having the capability to analyze and report—accurately and in real-time—could mean the difference between receding allocations and reaching the next high-water mark. Accessing performance, P&L, market and liquidity risks, and shadow NAV in a single app means smarter adjustments with faster, more informed analysis including:

- Scenario analysis
- Stress testing and benchmarking
- VaR
- CVaR
- Greeks
- Daily performance & intra-day P&L
- Sector analysis
- Options analytics
- Liquidity analysis
- NAV-light reporting

PRECISION ANALYSIS, IN A ROOM FILLED WITH NOISE

Accurate portfolio and risk analyses are the backbone of everything you do to demonstrate credibility. The people, processes and data driving the analysis need to be great. With a cosourced middle-office powered by Liquid, it is. Rather than using traditional in-house methods to prepare the front-office for investing, Liquid provides the support you need to stay up and running, and in control of your investments around the clock so you can concentrate on delivering superior returns.



Data-as-a-Service
data repository; corporate actions; reconciliation services



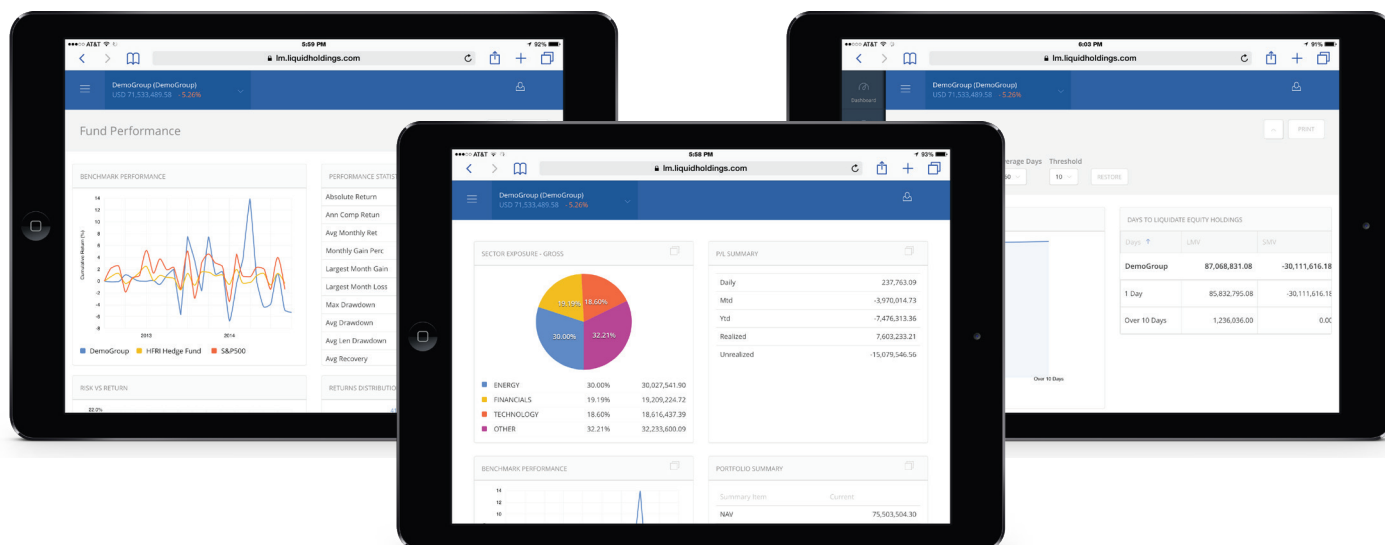
Connectivity-as-a-Service
low latency connectivity to trading venues and counterparties



Infrastructure-as-a-Service
business continuity, disaster recovery, enhancements without client disruption



Platform-as-a-Service
accessible through the web and optimized for mobile devices



Generate dashboards and reports to achieve fast and meaningful insights into the portfolio results, while meeting investor demands for transparency.

THE CONSTANT LEAP AHEAD

The word “legacy” should apply to DNA, in its complexities and power of transference. It should apply to great leaders—their words of wisdom and future impact down the line. And it should apply to pedigree. But the word “legacy” should not apply to technology utilized for investing and ensuring transparency.

We developed our hedge fund operating system, unencumbered by legacy code, and free from the unnecessary complications of disparate systems to give the alternative asset management community a better way of staying competitive — the modern front-office tools and workflows you need to hit the next water mark backed by co-sourced middle-office services so you can concentrate on investing. Client-developed and born in the cloud, our solutions are the answer to the growing challenges in the asset management industry—because, our solutions grow ahead of the industry.

For more information on purpose-built cloud solutions for alternative asset managers, visit www.liquidholdings.com or contact marketing@liquidholdings.com.



Liquid Holdings Group, Inc.
800 Third Avenue 38th Floor
New York, NY 10022
+1 844-GET-LIQD