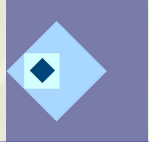


Arbor Square
Associates



Introducing Arbor Square

Strategy Consultants to the Alternative Asset Industry

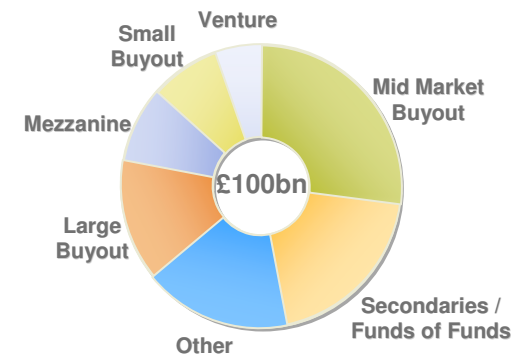


Introducing Arbor Square

Arbor Square is an independent strategic consultancy firm with a niche focus on alternative assets.

- Independent strategic consultancy established 2006
- Dedicated alternative assets focus
- Flexible, entrepreneurial team
- 50 years alternative assets experience across four directors
- Client-focused approach
- Strong research capability

Arbor Square's Clients by AUM and Organisation Type

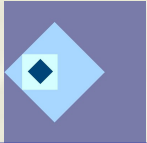


“The insight that Arbor Square provided us with was an **essential** part of our **strategic** planning.”



The bottom line

What our clients say



how we can help

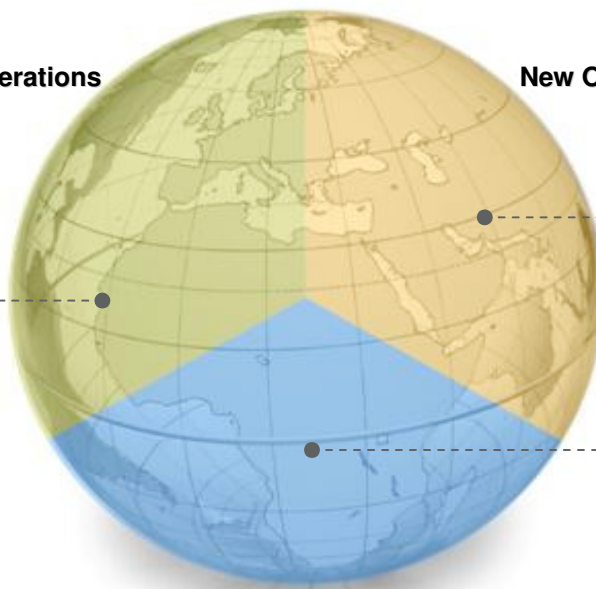
Arbor Square undertakes work around the globe in three principal areas:

Existing Operations

Establishing best practice, differentiating and understanding what's required to become best-in-class.

New Opportunities

Helping you with launching or considering new funds, business lines and other initiatives.



Getting the right messages out to your key clients at the right time.

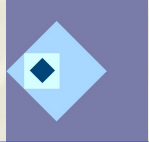
Communications

“ Arbor Square's output is of very **high quality** and they always deliver to the promised timescale - all in all, a superb experience working with them! ”



The bottom line

What our clients say



existing operations

Running a slide rule over your business and **benchmarking** against key peers will help ensure that you **remain competitive** in today's challenging environment.

Existing
Operations



Client Questions Process Audit & Benchmarking

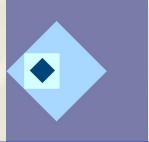
- ✓ What learnings can be taken on board to increase our own **dealflow quality**?
- ✓ What is our **reputation** amongst our key stakeholders in key regions?
- ✓ What is it that investee firm managers **value** most from us?
- ✓ What does the market perceive to be our **strengths, weaknesses** and **differentiators**?
- ✓ How well are we **communicating** with investors, both current and potential?

“ Arbor Square are true **professionals**. I felt very comfortable having them represent my firm with our most important relationships. ”



The bottom line

What our clients say



new opportunities

We can minimise the start-up risks of a **new initiative** by providing robust analyses of your market, as well as investor receptiveness, to test your thesis and **hone your strategy** before you formally commit.



Client Questions Raising New Funds

- ✓ How receptive will the investor community be to our new fund proposition?
- ✓ Can you help me illustrate the market context, **competitive landscape** and **rationale** for my new fund strategy, drawing on objective data and research?
- ✓ Will the **novel structure** of our proposed fund fit with our investors' allocation strategy?
- ✓ Can you help us ensure we're '**investor ready**' and will avoid the **bear-traps**?

Client Questions Expanding

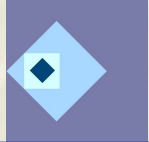
- ✓ Can you help us gauge the **market opportunity** and **barriers to entry** in Asia?
- ✓ What is the longer-term **outlook** in our core markets?
- ✓ Should we stick to pure-play private equity or build a more diversified offering?
- ✓ How receptive would our stakeholders be to different **expansion** scenarios?

“ Arbor Square helped us evaluate the attractiveness of different markets across Continental Europe. Their analysis was **thorough** and **insightful** and has played an important part in helping us shape our thinking. ”



The bottom line

What our clients say



communications

Whether it is to boost **brand presence** or to spread **key messages** in an intelligent way, we bring the same rigour and depth of knowledge to develop original research to be used in communication initiatives.



Communications

Client Questions Spreading the Word Intelligently

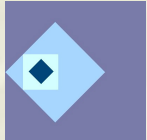
- ✓ How can we generate more **awareness** and **understanding** of our advisory activities in key emerging private equity markets?
- ✓ What do investee companies value about their relationships with private equity firms and how can we **communicate** our expertise in this area to potential investees via **thought leadership**?
- ✓ How can we demonstrate the significance of private equity as part of the larger UK financial services industry?

“ Arbor Square has done a very thorough and professional job, leveraging off their knowledge of private equity markets generally to really get under the skin of what is happening. ”



The bottom line

What our clients say



contact

Find more information about the Arbor Square team at www.arborsquare.com



Hazel Clapham
+44 (0) 20 7096 5018



Kevin McNally
+44 (0) 20 7096 5017



Anu Obhrai
+44 (0) 20 7993 4859



Neil Sackett
+44 (0) 20 7096 5019



Marc Whiteside
+44 (0) 20 7993 2008

Arbor Square was formed in 2006 to provide consulting services to groups within the alternative assets industry. We are always available to talk through your ideas for new initiatives confidentially and to discuss how we can help. The directors have more than 50 years cumulative experience of alternative assets and have worked together as a team in various guises for over ten years.

www.arborsquare.com
firstname.lastname@arborsquare.com

Arbor Square Associates
80-82 The Hop Exchange
24 Southwark Street
London
SE1 1TY
UK

“ We have been delighted, though not surprised, with the consistently high quality and proactive nature of your work throughout the project. ”



The bottom line
What our clients say

Arbor Square 
Associates