



we are here for the long run

# The Firm: Fairway Asset Management AG

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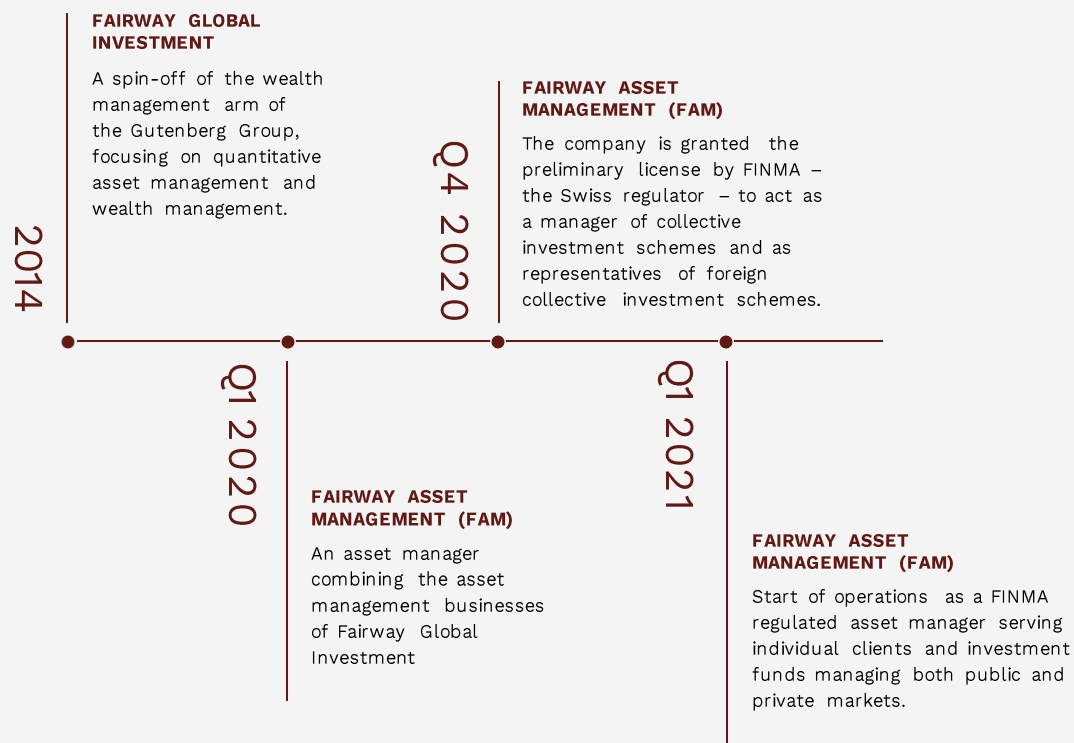
return-oriented. protective. global.

Fairway Asset Management (FAM) provides asset management services for private individuals and investment funds. FAM is licensed by the Swiss Financial Market Supervisory Authority (FINMA) as an asset manager of collective investment schemes. We focus our long-term investment capabilities on continuous capital appreciation and low correlation to public markets.

We use a Quantitative and Fundamental approach to engineer concentrated investment portfolios across the value chain, from Venture Capital to Public Equities, focusing on the Swiss and US markets.

# Heritage

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# FAM Facts

FAM has been a profitable business from its first year. FAM is among the 17 pure Asset Managers that holds both a license to manage collective assets (funds) and a license to Represent these funds in Switzerland\*.

- 3 Board Members
- 3 Key Shareholders
- 12 Full-Time Employees

## Inhouse investment expertise

- Private Markets
- Public Stocks
- Manager Selection

- 1 RAIF Private Markets Umbrella in Luxembourg with three vintages investing in Private Debt, Private Equity, Private Infrastructure and VC
- 1 UCITS Liquid Fund in Austria and 1 in Switzerland
- 1 Liquid Hedge Fund in Austria
- 1 Liquid Fund of Hedge Funds in Austria
- ≈ 50 Managed Accounts across Swiss and Liechtenstein Banks

- Auditor: Deloitte
- RM Advisory: Mazars
- State-of-the-Art PM Systems: AssetMax/Bloomberg

## FINMA Licensed (2021) to provide:

- Management of Collective Investment Schemes (Funds)
- Perform Fund Sales Representation in Switzerland
- Tailor-made strategies in the form of Managed Accounts

AuM

≈ CHF \$700  
Mln

# Our Operating Model

A centralized Research model creates ensures distribution of knowledge across several internal stakeholders.



# The Board

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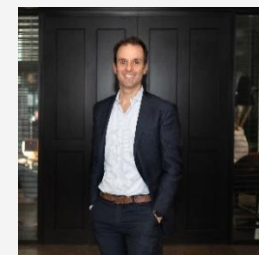
Matthias Oettli  
Chairman of the Board

- Managing Partner of MWO Consult GmbH
- Former Member of the Board of Directors of Watamar Asset Management AG
- Former COO at Arab Bank (Switzerland) Ltd



Antonio Mele  
Board Member

- Professor of Finance at the Università della Svizzera Italiana and the Swiss Finance Institute
- Research Fellow for the Financial Economics program at the Center for Economic Policy Research in London



Guilherme Dos Santos De Azevedo  
Board Member

- Former Managing Director at Smartyield AG
- Former Managing Director at Woodman Asset Management AG

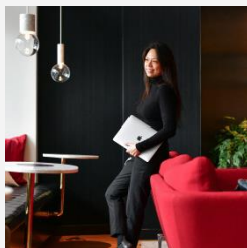
# The Team

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We keep our core research expertise in-house whilst outsourcing Legal, Accounting and IT



John Vorrias  
CEO/CIO  
ETHZ / Cass B.School



Lara Jud  
COO  
Harvard



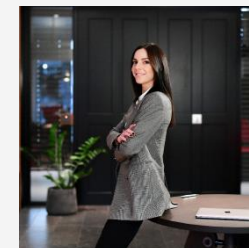
Alessia Favotto  
Head Portfolio Mgmt  
USI



Thomas Oesch  
Head Relationship Mgmt  
ZHAW



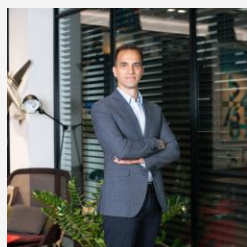
Juergen Markl  
Relationship Manager



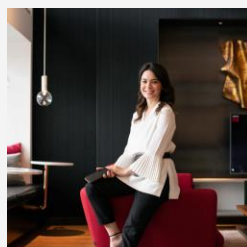
Faye Karvouni  
Portfolio Manager  
Athens U. of Economics



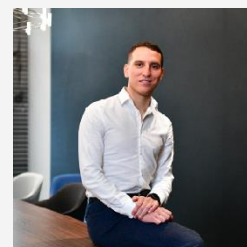
Alessio Benomio  
Portfolio Manager  
ETH Zurich



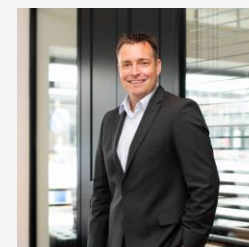
Alex Vamvakas  
Head Venture Investments  
Imperial College



Maria Moscholaki  
Technology/Data Science  
DELFT/Aristotle Uni.



George Boutopoulos  
Operations Manager  
TU Patras

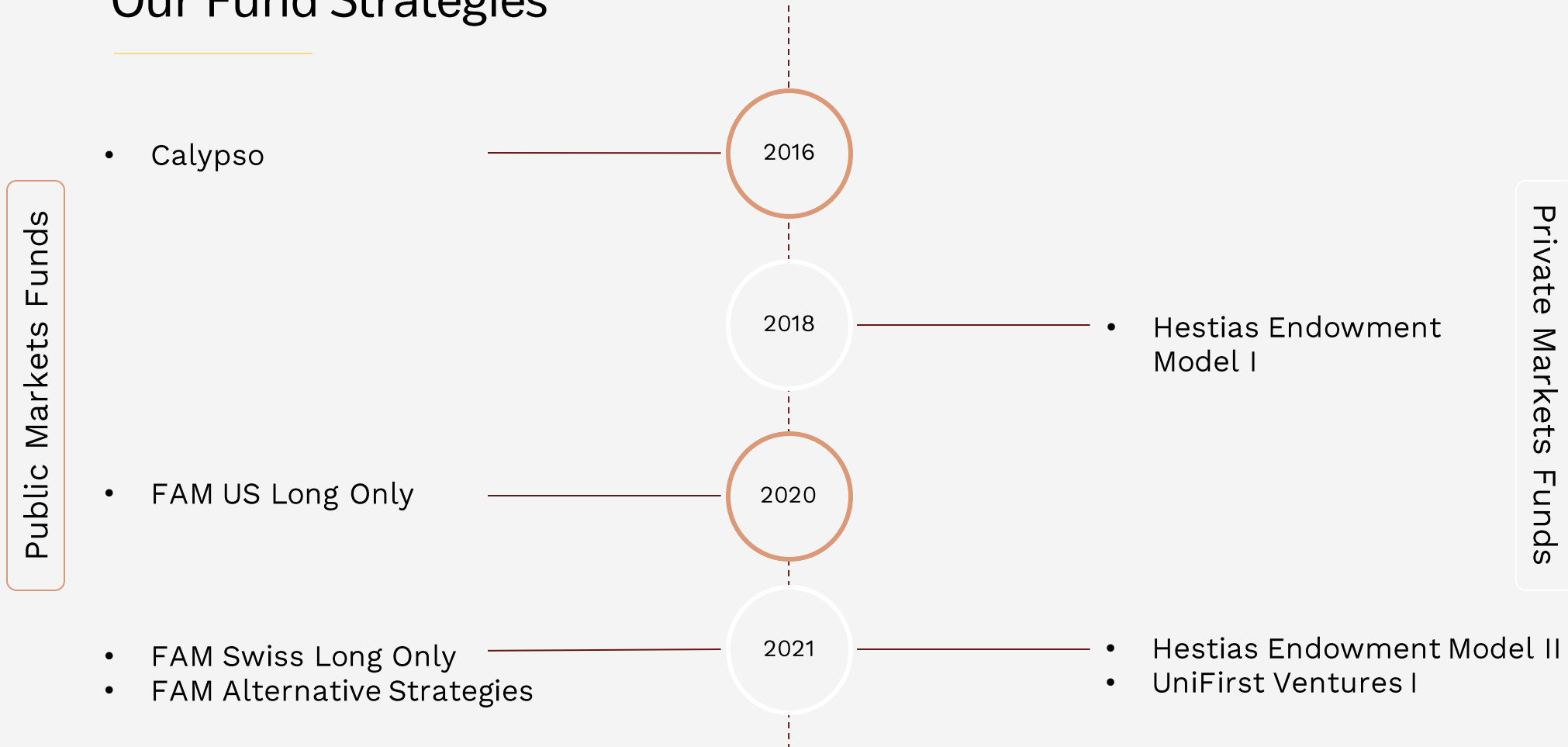


Numa Ferrari  
Head Risk & Compliance  
Mlaw Freiburg Uni.



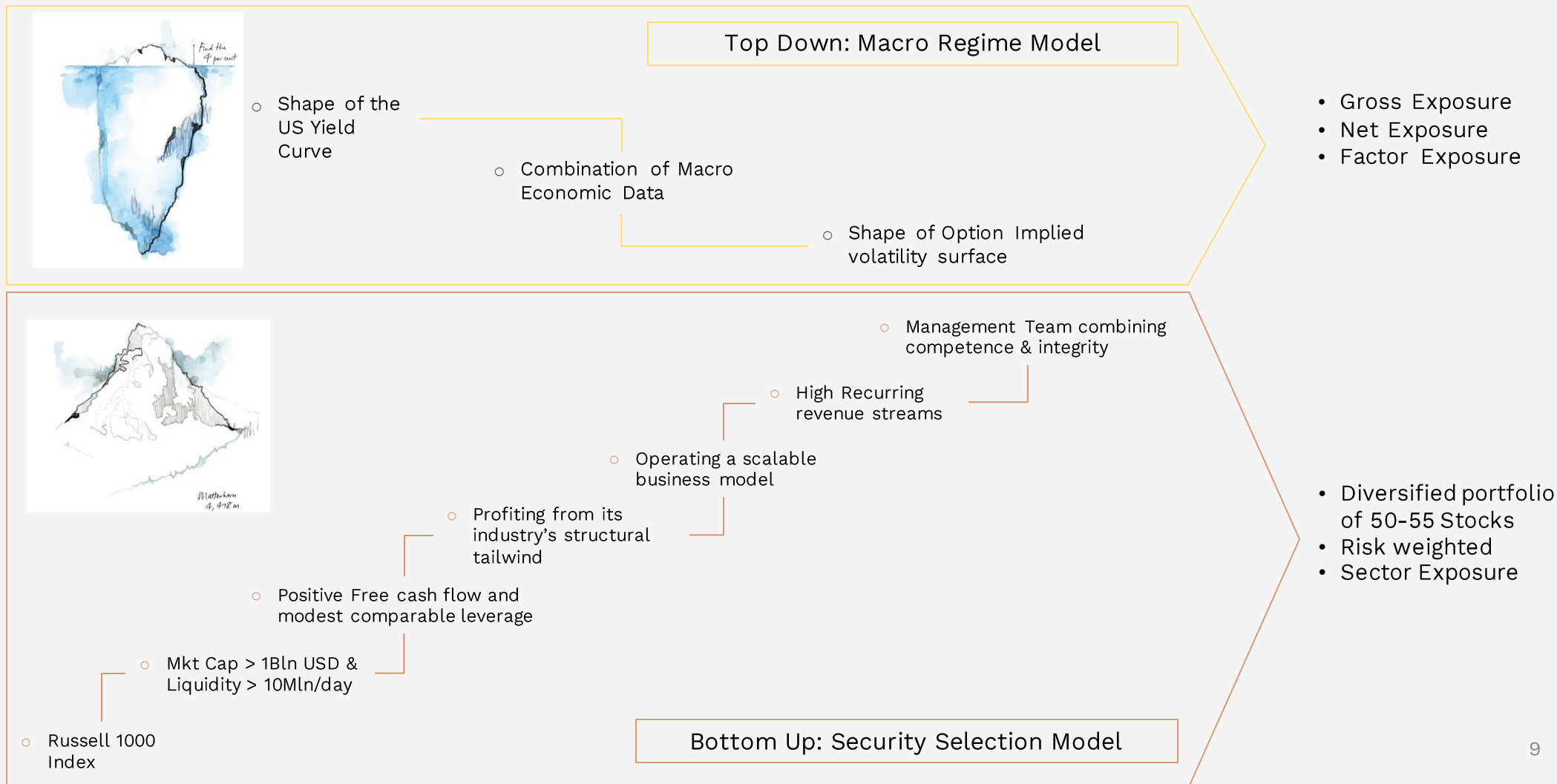
Murielle Leutwiler  
Office / HR Manager

# Our Fund Strategies





# Strategy Methodology - Liquid Assets



## Five Key Dimensions - Endowment Model



### Diversification

- Enhance risk return profile
- Optimize portfolio with mix of private market asset classes



### Thematic Approach

- Digitalization
- Urbanization
- Longevity



### General Partners

- Diversification of opportunities with best-in-class private market managers



### Strategies

- Private Equity 40%
- Private Debt 20%
- Private Infrastructure 20%
- Real Estate 20%

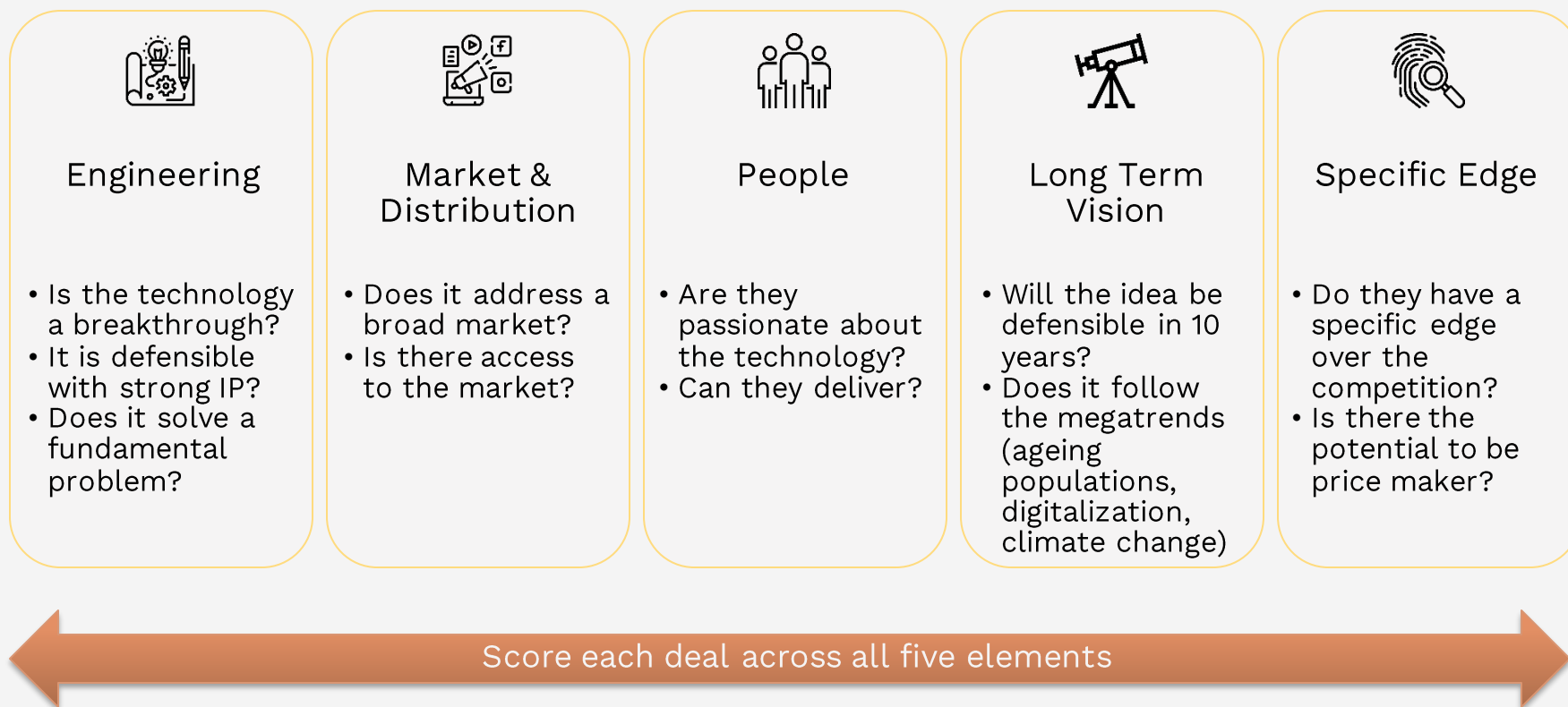


### Geographies

- Global exposure through different private market strategies and sectors

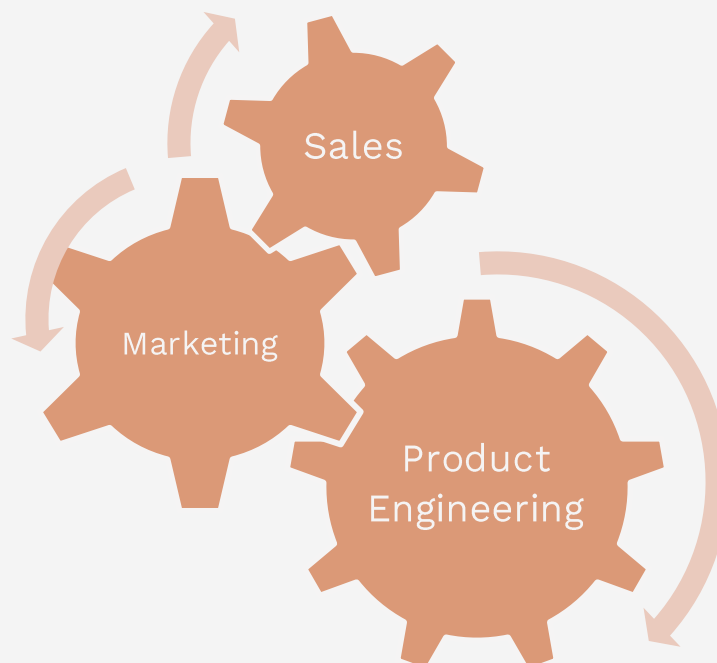
Hestias Endowment Model I is built across all five elements

## Selection Framework - UniFirst Ventures



## The FINMA KAG License is a growth enabler

...because it allows us to scale past traditional markets and to a differentiated set of products addressing different client cohorts and different markets.



# Disclaimer

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clear

**The future might be blurry but our focus is clear.**

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