



Blue Lakes Advisors

Trading & Structured Products

Presentation - *Spring 2019*



About Blue Lakes Advisors

Our mission: siding with our clients



Established

Founded in 2012 with offices
in Geneva and Lugano

A team of professionals with complementary expertise and decades of experience in Company Research, Fixed Income, Structured Products, Funds & Hedge Funds, Private Equity, Fund Raising and Due Diligence.

Client Coverage

Hedge Funds
Asset Managers
Family Offices
Private Banks
Pension Funds
Partners

Regulated by

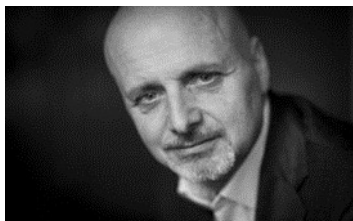
FINMA
OAR-G

OAR-G
ORGANISME D'AUTOREGULATION
DES GERANTS DE PATRIMOINE

 **finma**
Eidgenössische Finanzmarktaufsicht FINMA
Autorité fédérale de surveillance des marchés financiers FINMA
Autorità federale di vigilanza sui mercati finanziari FINMA
Swiss Financial Market Supervisory Authority FINMA

About – Blue Lakes Advisors

Our Board Members



Thierry Moret
Founder CEO



Paolo Bernasconi
Founding Partner



Andi Näser
Partner



Marc Diem
Partner

Our Business Lines



Timing is Everything



Blue Lakes Advisors – Trading & Structured Products Desk

Business line and services

Blue Lakes Advisors - Trading & Derivatives Desk is dedicated to an end-to-user service for its partner base : Asset Managers, Family Offices, Private Banks and Partners.

Our products are built to client needs, offering a variety of risk profiles and projected returns above our products include Capital Protection, Optimisation, Participation and Leverage.

Products can be constructed for a wide range of asset classes: stocks, indices, commodities, forex in a wide range of currencies.

Business Line	Services	Team
 Structured Products	<ul style="list-style-type: none">Generating investment ideasMatching product type to ideaCompetitive biddingProduct life cycle servicesMarket timingLeverage Certificate actively tradedManagement & co management of AMCArbitrage - Hedging - Long Short	<p>Investment Team: Marc Diem Tahina Ramanoara Philippe Kessler</p> <p>Sales team: Cecilia Merametdjian Fares Najjar Alain Barbey</p>

Trading & Structured Products Desk – Partnership

Our approach of business - Timing is EveryThing

♦ Authenticity

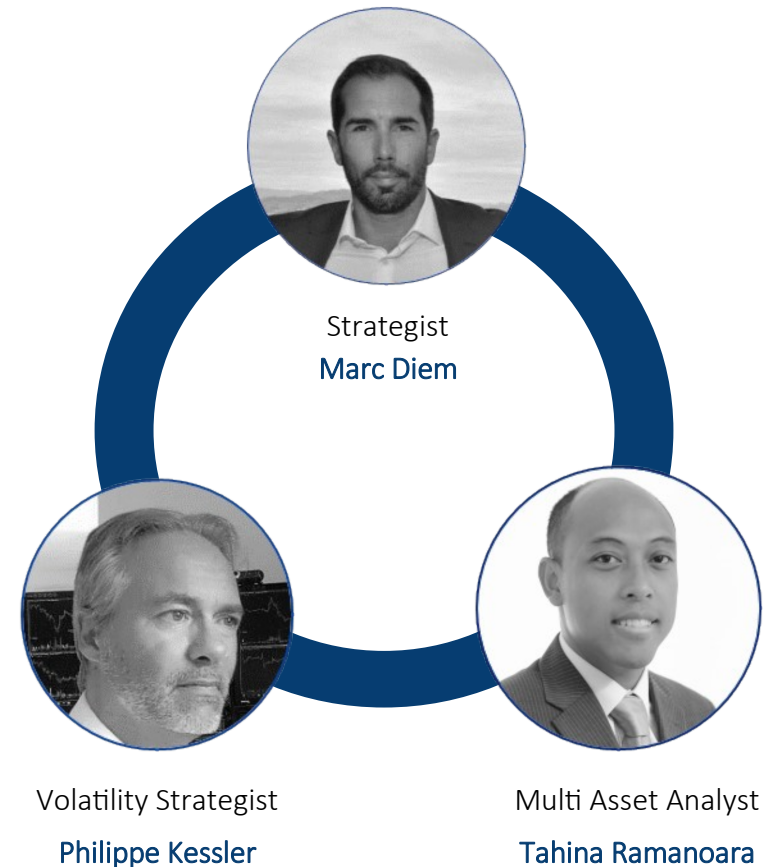
- Collaborative process
- Traceability and transparent process
- Long term relationship with 15 issuers

♦ Adding Value

- Approach based on a constant quest for innovative solutions
- Negotiation at every step of the value chain
- Time saving and efficiency for the Partner
- Continuous notifications : latest news, profit warning and reporting

♦ High Standard of Professionalism

- Derivative expertise and specialist advise
- Building partnership for a tailor-made solution
- Highest ethical standards in all undertakings
- A ratio of success allowing a personalised track record



Trading & Structured Products Desk – Partnership

Our Investment Team



Marc Diem
Strategist

Experience as Strategist at Aurelys,
Derivatives Trader at LTP Trading
and Independant Investment Manager
since 2002.

Specialized on derivative strategies

Investment experience : 20 years

Geneva Business School



Philippe Kessler
Volatility Strategist

Experience as Market Maker at UBS and
Lombard Odier.

Strenghts in opportunity and volatility
optimisation and market timing

Investment experience : 30 years

Universtity of Geneva



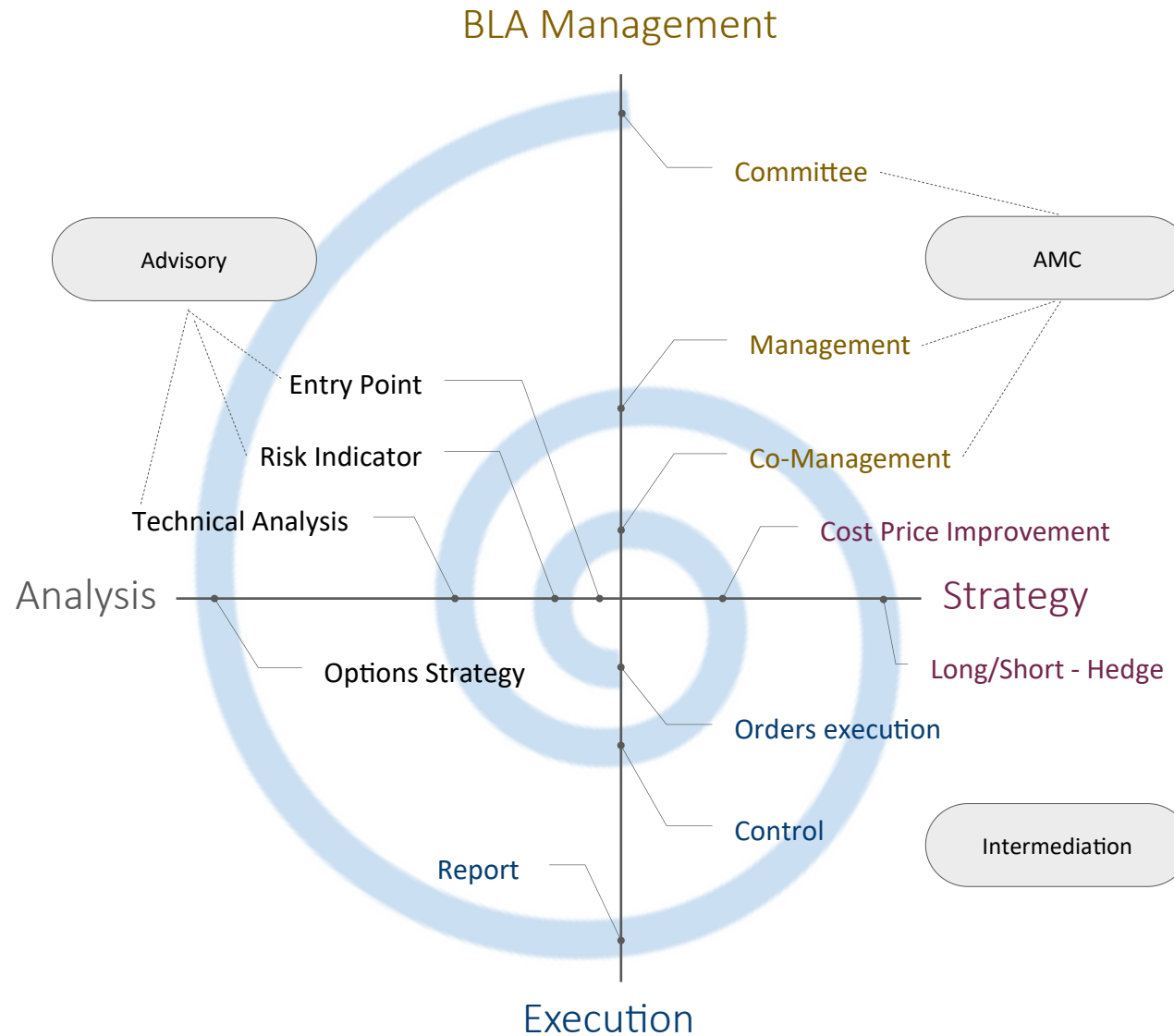
Tahina Ramanoara
Multi Asset Analyst

Experience as Corporate Finance
Analyst, Buy and Sell-side Financial
and Equity Analyst at Gonet & Cie.

Investment experience : 5 years

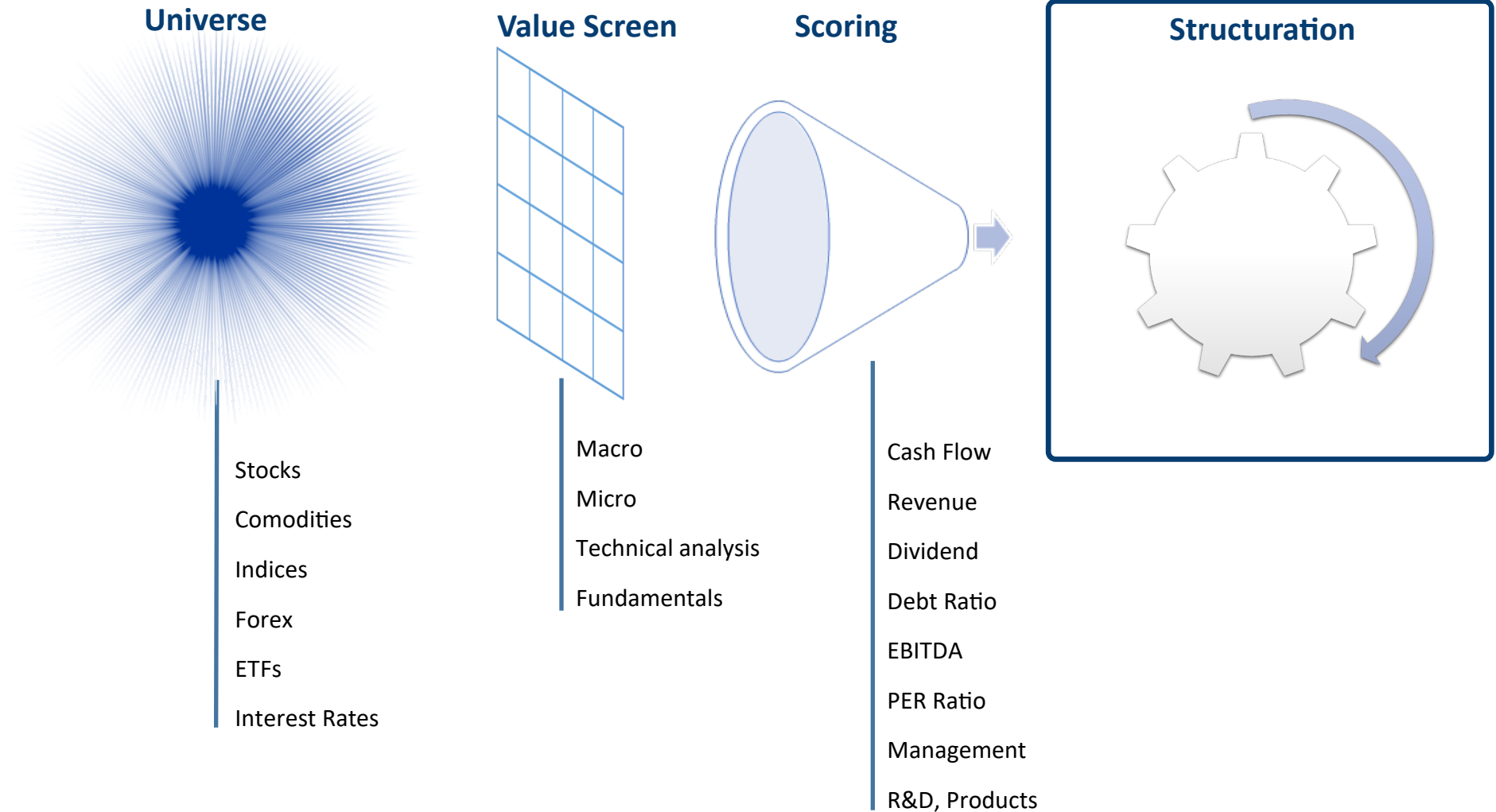
HEC Paris

Our Services - Trading & Derivatives Desk



Trading & Structured Products Desk – Process overview

Our Stock Picking Process

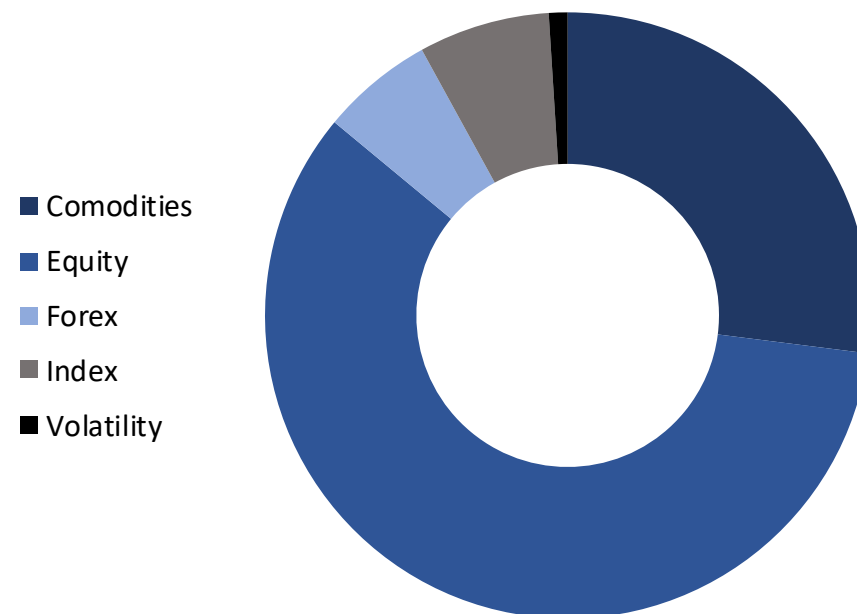
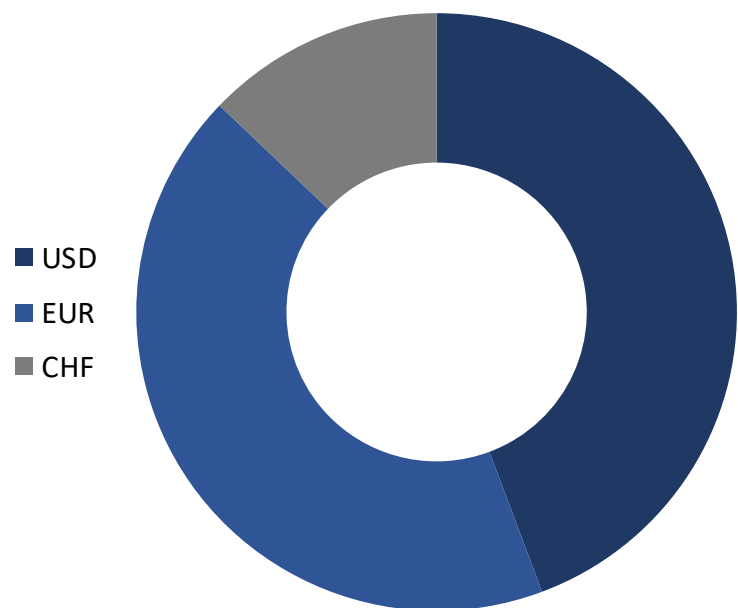


Trading & Structured Products Desk – Performance

2017 - 2018 Performance on Mini Futures

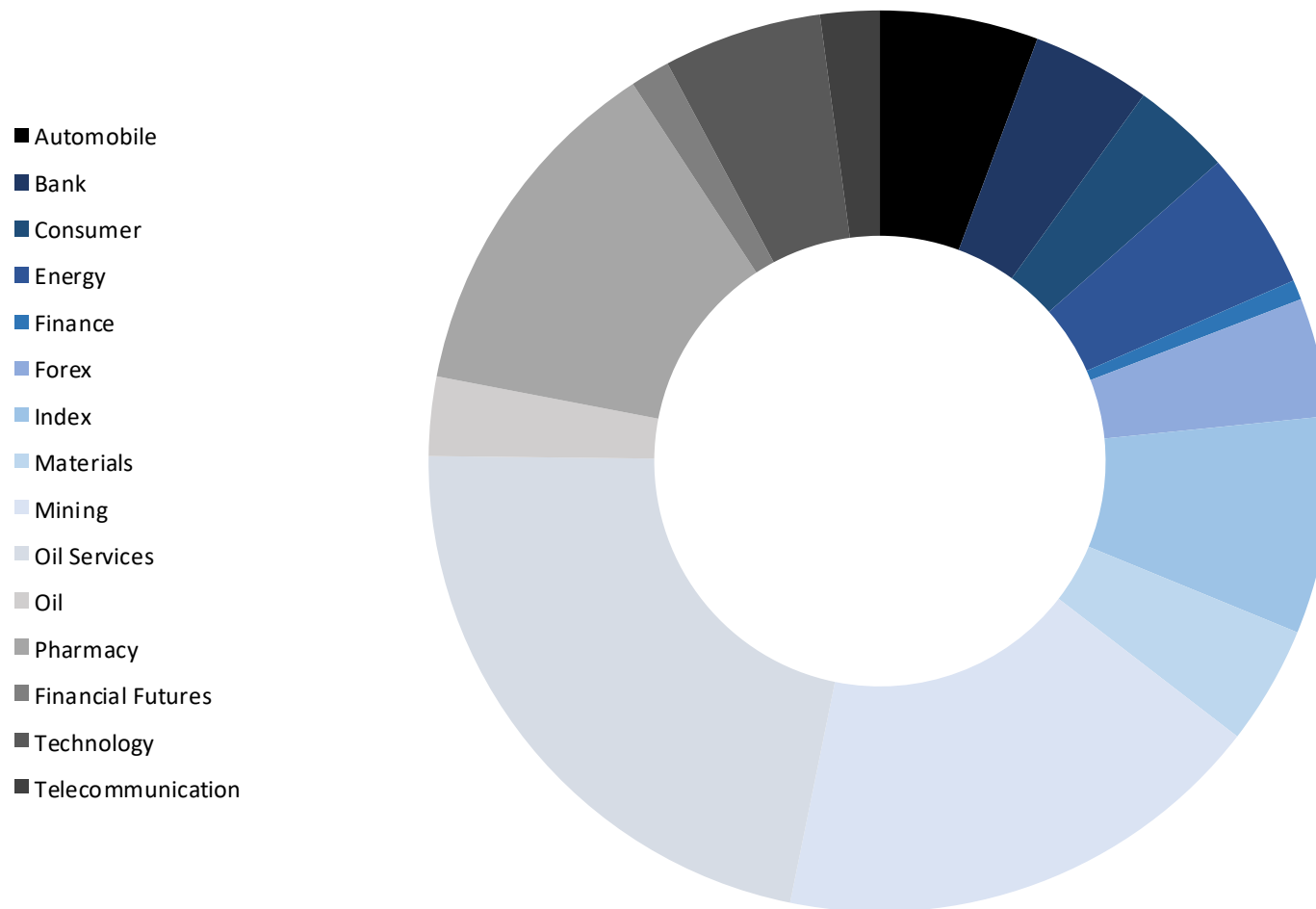
Number of Trades	139
Positive trade	86.43%

Average Holding	33.5 days
Holding min.	1 day
Holding max.	293 days

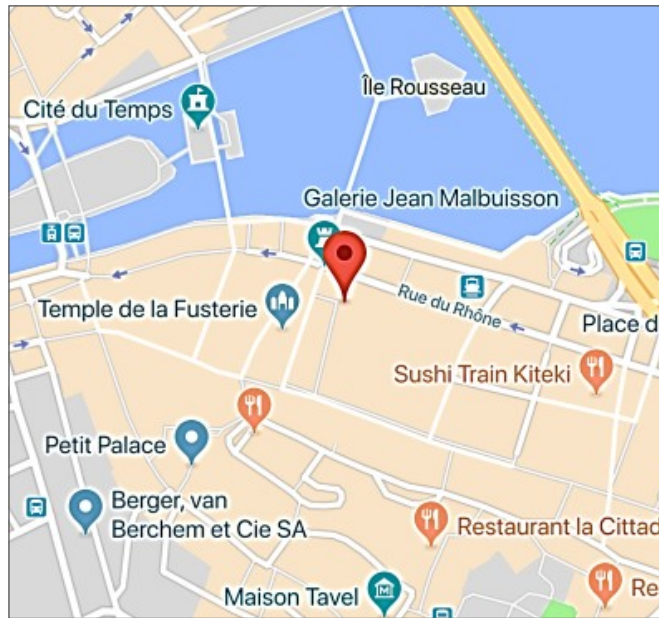


Trading & Structured Products Desk – Sector overview

2017 - 2018 Investment Sector



Blue Lakes Advisors SA – Contact information



Galerie Jean-Malbuisson 15
CH - 1204 Geneva
Tel: +41 22 552 09 10
Fax: +41 22 552 09 11



Via Pretorio 9
CH - 6900 Lugano
Tel: +41 91 252 09 10
Fax: +41 91 252 09 11

DISCLAIMER: This document and the information contained or referred therein (the "document") is for informational purposes only. It does not constitute a solicitation, offer or recommendation to buy or sell any securities, collective investments or other financial instrument, to effect any transaction, to implement any particular trading strategy or to conclude any legal act.

This document does not provide any investment, legal, accounting or tax advice. It has been prepared without taking into account the objectives, financial situation or needs of any particular investor and does not represent that any products, securities or services discussed are suitable for any investor. Its recipient shall make its own independent decisions whether products, securities or services discussed in this document are appropriate or proper for it based upon its own judgment and upon advice from such advisers as it has deemed necessary. Any recipient shall independently ensure that it understands the products, securities or services discussed in this document and the risks involved with the execution of such transactions.

None of Blue Lakes Advisors SA ("Blue Lakes") or any of its representatives or affiliates shall have any liability whatsoever for any loss howsoever arising from any use of this document or its contents or otherwise arising in connection with this document. Blue Lakes does neither represent or warrant the completeness or correctness of this document nor undertake to update the information contained in this document.

COPYRIGHT: The present reports and other documents may not be reproduced in whole or in part, or further distributed or published or referred to in any manner whatsoever, nor may the information, opinions or conclusions contained in it be referred to without in each case the prior express consent of Blue Lakes Advisors SA and/or of the author(s) of such reports.