

BLUE LAKES  
ADVISORS

# BLUE LAKES ADVISORS

Fund Selection  
Fund Distribution

# Fund Selection & Fund Distribution – Activities

## Our mission

For 10 years, the mission of Blue Lakes Advisors as a third-party marketer has been to bridge the gap between the most promising fund managers and institutional capital seeking to make high quality investments. We achieve this goal by carrying out active fund research and selecting and promoting international fund managers who match the requirements of our clients.

## Philosophy

Our business activities are grounded in strong professional ethics which guide our relationships with fund managers and clients. We strive to give our clients and financial advisors the tools and support to make high-quality investment decisions. Providing in-depth, unbiased mutual fund research is a component of this philosophy. We believe that alignment of financial incentives of all parties is key to building and growing strong partnerships over the long haul.

## Continuous fund selection process

### Initial screening

Quantitative performance analysis, documentation-based qualitative analysis.

### Manager selection

Fund selection committee, opportunity matching to our clients' requirements.

### Due diligence

360-degree manager review including on-site visits, interviews, references and more.

### Monitoring

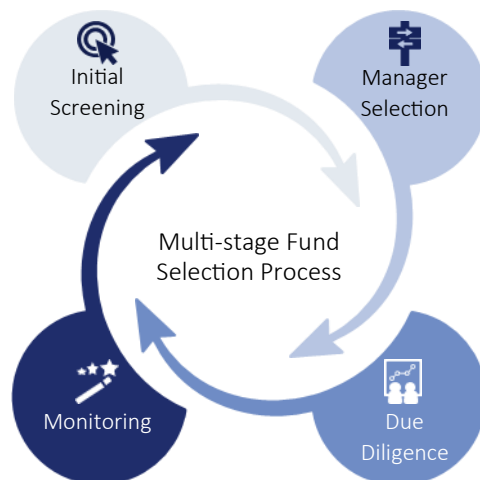
Continuous manager review.

## Services for fund managers

Our in-depth knowledge of the fund management industry and the needs of our clients allows us to offer a comprehensive suite of services to fund managers who seek to raise capital. These services include marketing to a large network of qualified investors, organization of roadshows and events, advice on legal structure, introduction to service providers, advice on marketing material, and much more. Our offices in Geneva, Lugano and Paris allow us to offer a global distribution in Europe.

## Services for qualified investors

As an independent third party marketer we are free for any conflicts of interest and it is therefore incumbent upon us to select and promote to our clients only exceptional fund managers. Our clients benefit from a privileged access to a pool of managers who have satisfied the criteria of a thorough selection process. We act as a contact person, at your disposal for any operation: assistance in due diligence process, subscription, reports, follow up, etc.



## Our areas of expertise

Over the past 10 years our team has developed significant functional expertise in a number of traditional and alternative asset classes.

Equity Long-only	Natural resources	Alternative credit	Hedge funds
Global Equity	Gold	Trade finance	Quantitative
Emerging markets	Rare earth metals	Bridge lending	Arbitrage
Geographically focused	Base metals	Factoring	Digital assets
Thematically focused		Life settlements	
		Litigation	

## Fund Selection & Fund Distribution – Team



**Thierry Moret**

Co-founder and CEO  
President of the Board  
Geneva

More than 30 years of experience in finance and banking.

Former General Manager of NBF International SA and worked for Nesbitt Burns.

Graduated from the University of Lausanne and holds a MBA from Thunderbird American Graduate School of International Management.



**Paolo Bernasconi**

Co-Founder  
Board Member  
Lugano

More than 30 years of experience in investment banking.

Served at BMO Capital Markets and NBF International SA in managing directors roles.

Graduated in Political Science from the University of Geneva.



**Olivier Dozat**

President of BLA EU  
Senior Sales  
Paris

30 years of experience in banking and asset management.

Held various executive positions at JP Morgan, Goldman Sachs, Indosuez, Amundi, NBF and QNB. Launched a Quantitative Hedge Fund.

Graduated from École Polytechnique, Sciences Po Paris and Ecole de Ponts Paris Tech.



**Andi Näser**

Partner  
Lugano

15 years of experience in the financial sector.

Worked for NBF International SA in charge of trading and sales as well as BMO Capital Markets in Lugano.

Former professional ice hockey player for 18 years with HC Lugano and HC Davos. Played for the Swiss National Team.



**Cecilia Merametdjian**

Senior Sales  
Geneva

14 years of experience in business development and advisory for institutional clients on funds, tailor-made solutions and derivatives.

Worked as a business developer for BBGI and IAM, as an institutional advisor for EdR and as a structured products assistant at SG.

Skema Business School.



**Kirill Pankratiev**

Senior Sales  
Geneva

13 years of experience in multi-asset class capital management.

Served in trading and portfolio management positions in investment banking and asset management at DZ Bank, and CIC.

Engineering degree from ENST of Paris and a Master's degree in mathematics from the University of Strasbourg.



**Alain Barbey**

Senior Sales  
Geneva

34 years of experience in investment advisory and private banking.

Started his career in a trading role for Credit Suisse and Ferrier Lullin & Cie.

Headed the external asset managers' advisory desk at Ferrier Lullin & Cie and at Banque Heritage.

University of Neuchatel.



**Frédéric Haym**

Senior Sales  
Geneva

32 years of experience in advisory for institutional clients on funds, derivatives and risk management.

Served as proprietary trader and fixed income sales at Banque Dumenil Lebe, Nouailhetas, Drexel Pargesa and Decillion and was President of Delta Alternative Management SAS.

ESSEC Business school.



## Your partner for innovative investment solutions

Agency Business  
&  
Resource  
Financing

Fund Selection  
&  
Fund Distribution

Private  
Equity

Structured  
Products



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ASSOCIATION  
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