

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

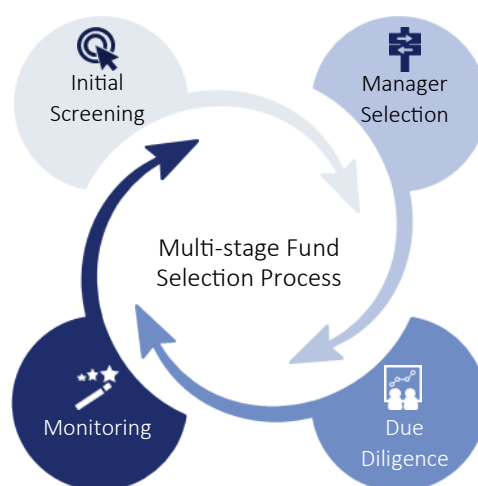
Continuous manager review.

## 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  
Dubai - 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.



**Laureen Moret**

President BLA EU  
Litigation Finance  
Geneva - Paris

5 years of experience as a lawyer working in international arbitration and on commercial and contractual matters.

Worked for major US law firm Sidley Austin and Geneva-based 100 Rhône Avocats. Qualified in both New York and Geneva.

University of Geneva and Georgetown University (LL.M.).



**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.



**John Tendon**

Relationship Manager  
Geneva

25 years of experience in Investments Solutions Advisory for institutional clients.

Non-executive administrator at the Board and president of the Commission des Finances of ARSCO SA.

Holds a Master's Degree from University of Lausanne and certified researcher from the Doctoral School of Grenoble.



**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 Heri-tage.

University of Neuchatel.



**Alessandro Dubini**

Senior Institutional Advisor  
Lugano

More than a decade of experience in the North American capital markets working in New York and Toronto.

His focus lies on the natural resources and tech industries

Holds a degree in economics from the Catholic University of Milan



## Your partner for innovative investment solutions

Agency Business  
&  
Resource  
Financing

Fund Selection  
&  
Fund Distribution

Private  
Equity

Structured  
Products



regservices.ch

by BX Swiss AG



ASSOCIATION  
FRANÇAISE DES  
TIERCES  
PARTIES  
MARKETING

### Geneva Office

Galerie Jean-Malbisson 15

CH - 1204 Geneva

Tel: +41 22 552 09 10

info@bluelakesadvisors.com

### Lugano Office

Via Pretorio 9

CH - 6900 Lugano

Tel: +41 91 252 09 10

lugano@bluelakesadvisors.com

### Paris Office

231, rue Saint-Honoré

FR - 75001 Paris

Tel: +33 1 89 53 08 77

info@bluelakesadvisors.com

### Dubai Office



Dubai World Trade Center

Sheikh Rashid Tower

Sheik Zayed Road, UAE - Dubai

Tel: +971 56 890 07 72

info@bluelakesadvisors.com

**Disclaimer:** Blue Lakes Advisors SA does not warrant the accuracy, timeliness, completeness or reliability of the information contained in this document. The information contained herein has been prepared solely for informational purposes and is not an offer to participate in any trading strategy. These materials are not, and under no circumstances are they to be construed as, a prospectus, advertisement or public offering. There is no guarantee that any account will or is likely to achieve profits or losses similar to those shown at this pages. There are frequently differences between hypothetical results and results achieved by real trading. The displayed trading results or past performance are no indication of future results. The risk of loss in trading futures can be substantial. You should therefore carefully consider whether such trading is suitable for you in light of your financial condition.