

Leading Hedge Funds in Asia Adopt Broadridge's Trading, Portfolio Management and Operating Solution

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HONG KONG, July 19, 2015 /PRNewswire/ -- [Broadridge Financial Solutions, Inc.](#) (NYSE:BR) today announced that BosValen Asset Management and Pleiad Investment Advisors have adopted Broadridge's all-inclusive trading, portfolio management and operating platform.

Over the last two years, a majority of Bloomberg star-rated emerging Asian funds have adopted Broadridge's solution, leveraging its strong local support model which now supports more than 50 clients in the region. Both BosValen Asset Management and Pleiad Investment Advisors are among Asia's fastest-growing emerging funds, each raising hundreds of millions of dollars within a few months of launching.

Broadridge's integrated solution features order management, portfolio accounting, compliance, a central data warehouse, shadow NAV generation, a mobility feature and performance management capabilities. It includes real-time reporting capabilities and covers a very broad range of asset classes. A cross-asset risk management system is also available as part of the platform.

"As a recent new launch in Asia, the competitive landscape to attract day-one capital means you must launch with institutional infrastructure, in addition to having a solid team and product," said Katherine Quinn, chief operating officer of BosValen Asset Management. "I was searching for a front-to-back office system that was robust, intuitive and most importantly scalable and flexible to evolve with our business. The Broadridge solution met these criteria as well as having expert locally-based support."

"Broadridge offers a robust set of functions that we need through a single platform, while also reducing operational risk and increasing cost efficiency," said Masaki Taniguchi, partner and chief operating officer at Pleiad Investment Advisors.

"As competition in the Asia-Pacific market increases, emerging and established managers and family offices that are best positioned for growth and differentiation have recognized the importance of a single technology platform from the outset," said Bennett Egeth, president, Broadridge Investment Management Solutions. "Our success in Asia comes from more than just a strong technology offering—it is also due to our mature local hosting and support model, which is a strong differentiator. The solution allows asset managers to institutionalize their business, streamline operations and focus on what's most important – generating alpha and raising capital."

"Financial institutions in Asia require a reliable, flexible technology solution that meets their core operational challenges while helping to drive better decision-making across the firm," said Askin Leung, director, Asia, Broadridge Investment Management Solutions. "BosValen and Pleiad are two great examples of successful Asia-based funds that are using technology to gain operational efficiency."

Broadridge has been offering leading solutions across the Asia-Pacific region for more than two decades and currently has more than 2,100 associates throughout Asia-Pacific. It provides technology-driven solutions for financial services firms across the buy-side and sell-side, including asset managers, hedge funds, broker-dealers, banks and mutual funds. It also provides global investor communications services, such as proxy and regulatory communications, tax services and client and marketing communications, to a range of corporate issuer clients.

About Broadridge

Broadridge Financial Solutions, Inc. (NYSE:BR) is the leading provider of investor communications and technology-driven solutions for broker-dealers, banks, mutual funds and corporate issuers globally. Broadridge's investor communications, securities processing and business process outsourcing solutions help clients reduce their capital investments in operations infrastructure, allowing them to increase their focus on core business activities. With over 50 years of experience, Broadridge's infrastructure underpins proxy voting services for over 90% of public companies and mutual funds in North America, and processes more than \$5 trillion in fixed income and equity trades per day. Broadridge employs approximately 6,700 full-time associates in 14 countries. For more information about Broadridge, please visit www.broadridge.com.

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