

## Prophet Capital Asset Management Adopts Broadridge's Trading, Portfolio Management and Operating Solution

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LAKE SUCCESS, N.Y., Jan. 7, 2016 /PRNewswire/ -- [Broadridge Financial Solutions, Inc.](#) (NYSE: BR) today announced that Prophet Capital Asset Management, a \$2.3 billion structured credit hedge fund, has adopted Broadridge's integrated trading, portfolio management and operating platform.

"An established structured credit fund like ours, with a two-decade growth trajectory and an increasingly sophisticated investor base, requires scalable, institutional-quality infrastructure," said Kurt Rechner, COO of Prophet Capital Asset Management. "The Broadridge solution offered out-of-the-box functionality as well as the option for customization to support trading of complex securities – which was key for us – all through a single platform."

Broadridge Investment Management Solutions, which includes the award-winning Portfolio Master operating platform, now supports more than 225 hedge funds, asset managers, family offices, fund administrators and prime brokers globally. A number of high-growth hedge funds have recently adopted the platform, underscoring the strength of Broadridge's solution to manage complexity for large funds.

"Our global portfolio management solution enables hedge funds and asset managers to institutionalize their infrastructure and realize significant operational efficiencies by having their order management, portfolio accounting and risk management on a common platform," said Bennett Egeth, president, Broadridge Investment Management Solutions.

"By managing complexity, we allow clients to capture an order and automatically reconcile trade files to prime brokers, as well as provide a daily NAV to their administrator. This enables them to focus on differentiating activities like alpha generation and capital raising. Because we cover virtually every asset class globally, our clients can consolidate multiple platforms onto a single product suite," Egeth said.

Broadridge Investment Management Solutions most recently was recognized as the "Best Post-Trade Technology" provider at the HFM European Technology Awards in November 2015.

### 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 managed services 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 on average \$5 trillion in equity and fixed income trades per day. Broadridge employs approximately 7,400 full-time associates in 14 countries. For more information about Broadridge, please visit [www.broadridge.com](http://www.broadridge.com).

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