



BI-SAM AND STRADEGI TO PARTNER IN ASIA

Stradegi to Support BI-SAM Business Development and Provide Implementation Services to BI-SAM Customers Across Asia Pacific

Singapore – October 21, 2015 – **BI-SAM**, the leading provider of sophisticated digital solutions for performance, attribution, risk, GIPS composites management and reporting, today announced their partnership with **Stradegi**, an Asia based management consulting firm exclusively focused on the investment management industry.

The relationship follows the two firms' successful collaboration on an implementation of the BI-SAM B-One performance platform earlier this year for a prominent East Asia government agency pension fund. Stradegi will support the BI-SAM business development process across multiple APAC regions, and provide local implementation and customer support for BI-SAM's best-in-class B-One platform.

"We are committed to expanding our growth across Asia, and ensuring a seamless experience for our customers in the region," said William Haney, CEO, BI-SAM. "Stradegi's technology and local business expertise are a fine complement to our best-in-class solutions, services and support. Stradegi has proven their ability to successfully deliver rapid implementation of the B-One solution, and we are pleased to select them as a trusted partner in Asia."

Gordon Brown, Managing Partner at Stradegi stated, "Stradegi is very excited to be working with the BI-SAM team. BI-SAM's B-One solution is globally recognized as the best Investment Performance solution in the market. We feel that the client and regulatory driven need for increased transparency in the investment process makes BI-SAM the winning solution in this fast moving region."

B-One is BI-SAM's award-winning, market-leading cross-asset solution, designed to centralize performance management processes across a single platform, including data management, performance measurement and reporting, attribution and risk analysis and GIPS composite management and compliance.

About BI-SAM

BI-SAM is the leading provider of sophisticated digital solutions for performance, attribution, risk, GIPS compliance and reporting. Many of the world's largest asset managers use BI-SAM to evaluate and enhance their investment strategies and better service their clients, while maintaining high levels of security, transparency, process control and operational scale. BI-SAM's unique combination of best-in-class product capabilities and staff expertise positions performance analysts to deliver sophisticated, timely results that exceed the expectations of both colleagues and clients.

About Stradegi

Stradegi is an Asia based management consultancy exclusively focused on the investment management industry. The team advises asset managers, insurance companies, pension funds and sovereign wealth funds in the areas of business strategy, operations, technology and governance. The firm was established in 2013 in Singapore by a group of individuals with significant experience in senior roles on the buy-side. Stradegi consultants have first-hand experience of the pains and frustrations that management teams go through in resolving Front, Middle and Back Office issues, and thus offer targeted and relevant advice. The Stradegi team brings an expert, practical and independent view that is based on an in-depth understanding of the buy-side in Asia.

Press Inquiries:

- **BI-SAM Americas:** Erika Alter, erika.alter@bi-sam.com +1 718.514.5783
- **BI-SAM EMEA/APAC:** Bénédicte Godet, benedicte.godet@bi-sam.com +33 (0)1.42.85.70.85
- **Stradegi:** Rohit Jaggi, rohit.jaggi@stradegi.com +65 6850 7651