

# A Passion for Performance



*Ulysses resists the Sirens – Herbert James Draper (1909)*

**TREND**CONCEPT





Our success is not a matter of chance: it is built on a carefully constructed, systematic approach. In our age of dynamic global financial markets, the ability to respond quickly yet take disciplined and rational decisions based on foresight is becoming more and more important. Applying systems and logic as an antidote to subjective decision-making is the central feature of our investment philosophy.

The aim is to protect and increase the value of the assets entrusted to us.

Investors are looking for an optimum blend of skill and security. They need partners whose success is based on foresight and a passion for optimising the performance – naturally within their expected volatility range and investment horizon. That is precisely what TrendConcept can offer.

# Our team: continuity is our hallmark



Werner  
von Buchholtz

Jürgen Reitz

Holger Fuchs

Joachim  
Hegny

Angela  
Brandenburg

Caspar  
von Zitzewitz

Ralf Konrad

Frank Huttel

Detlev Meyer

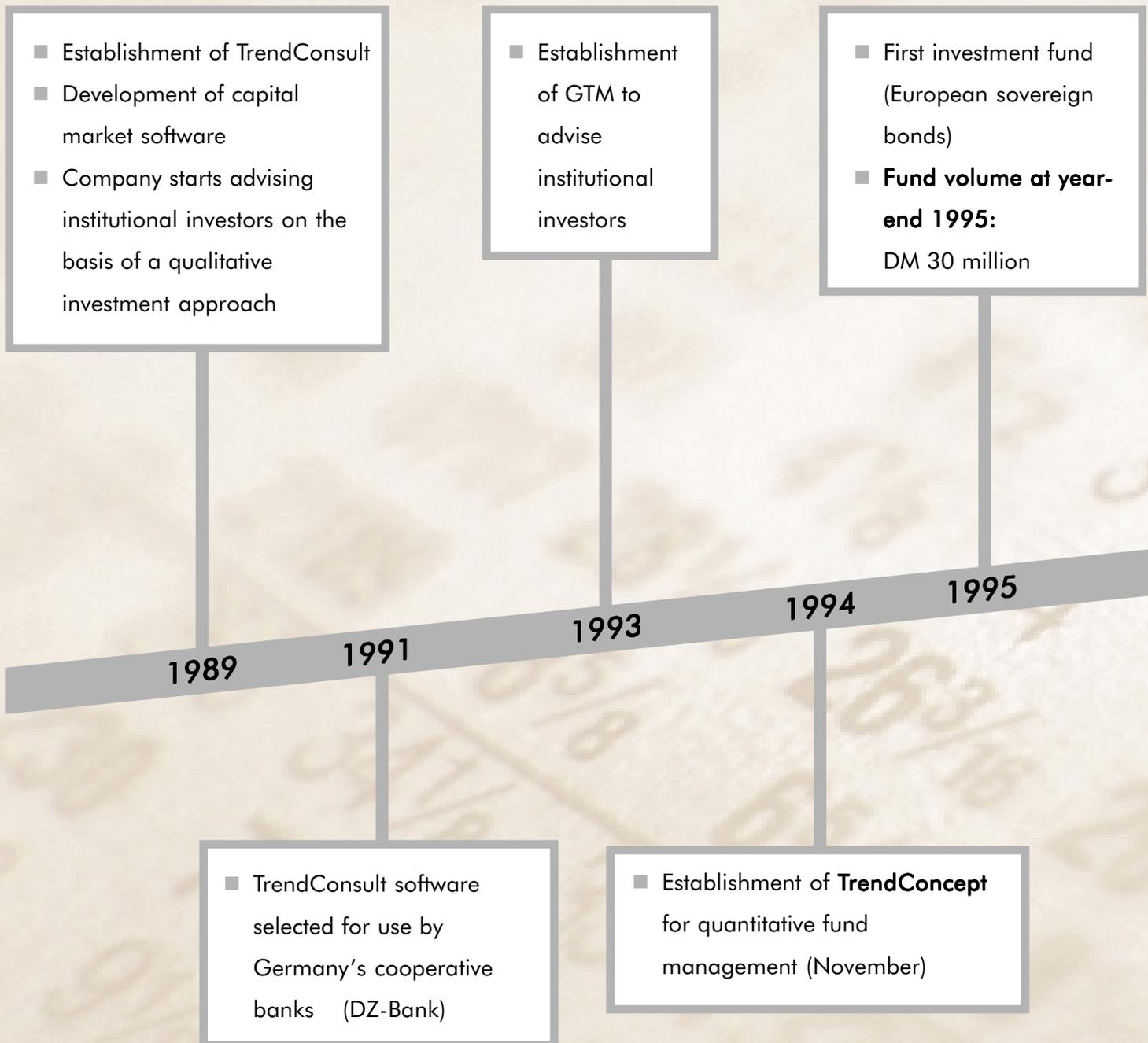
TrendConcept is one of Germany's largest independent fund managers with assets under management of more than one billion euros. Founded in 1994, TrendConcept is headquartered in Frankfurt am Main and Wiesbaden in Germany. Proprietary quantitative fund management software originally developed in 1989 and steadily refined since then forms the basis of our investment process.

The founders and partners of TrendConcept have been committed to the company from the start and embody the continuity of our methods and personnel. As competent partners for retail and institutional investors, TrendConcept's fund managers bring together decades of experience as capital market analysts and IT specialists. Their knowledge is combined in a strategic approach that offers excellent prospects for far-sighted investors.

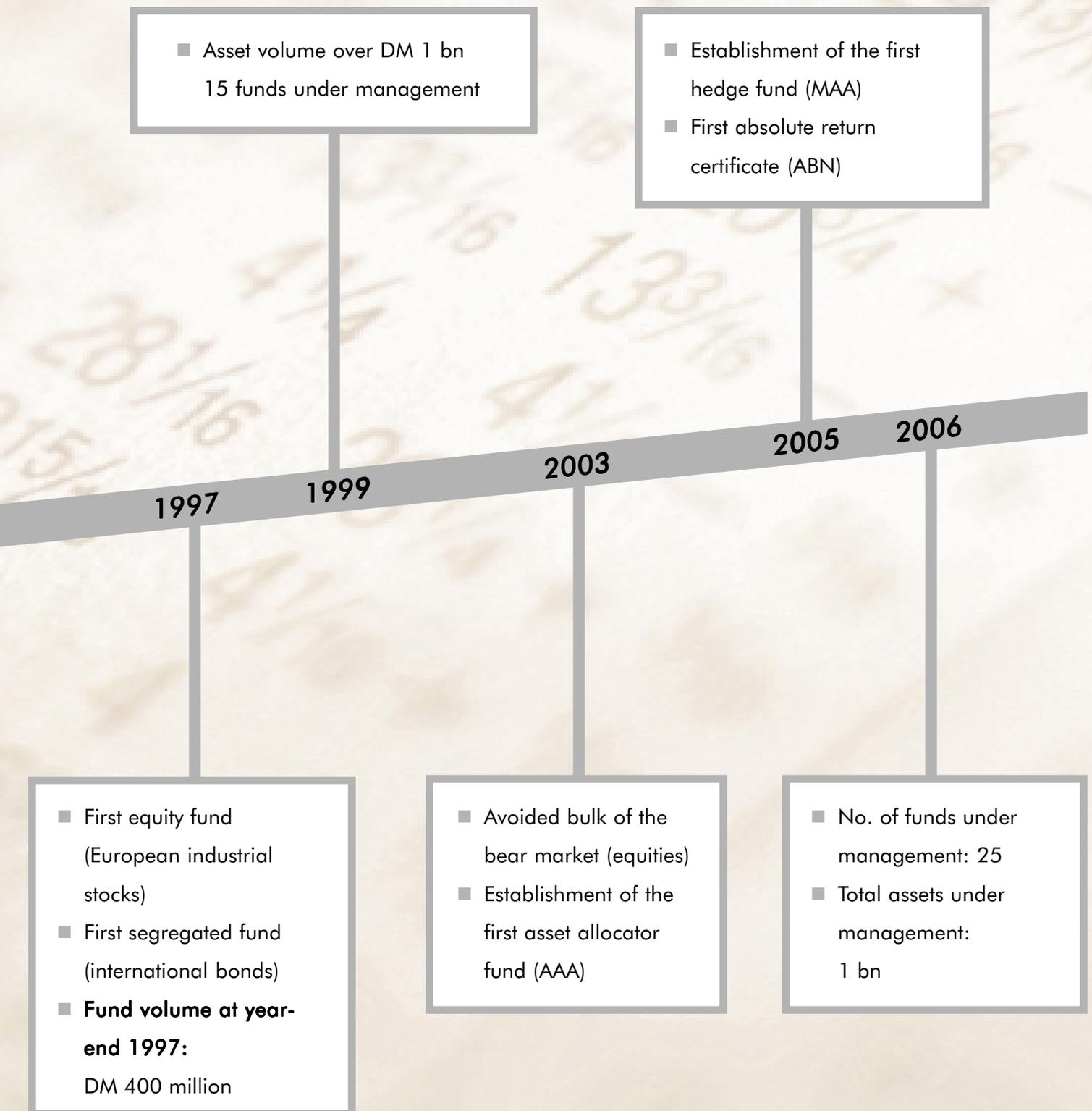
Our basic philosophy is to let profits run while the winds are fair and head for safer waters when the tide looks set to turn. That is the key to long-term outperformance. In line with this strategy, TrendConcept's managers base their investment decisions on computer-based data analyses.

The financial engineering underlying this philosophy requires an in-depth knowledge of long-term historical trends, combined with transparent decisions and a clear focus on future-oriented investment segments. At TrendConcept, no-one is interested in flights of fantasy. We keep our feet firmly on the ground and have pursued a consistent strategy for many years. That pays off over time.

# TrendConcept: Highlights of our corporate de



# velopment

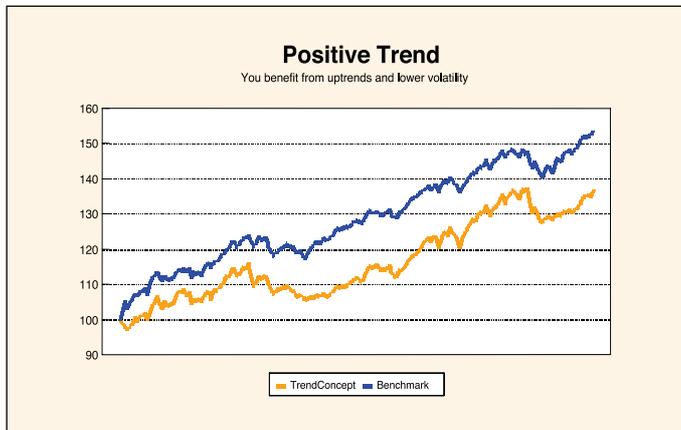




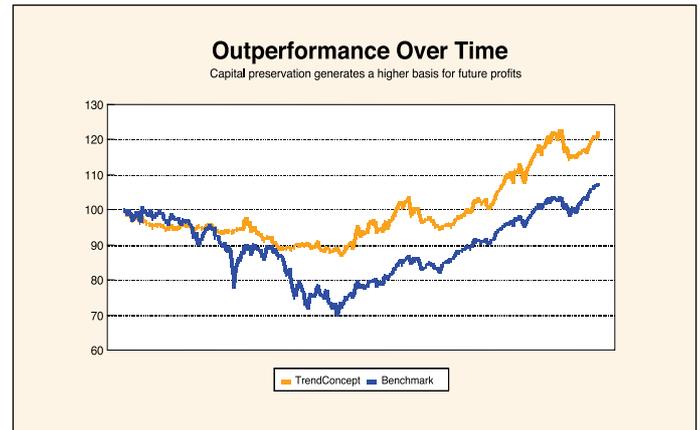
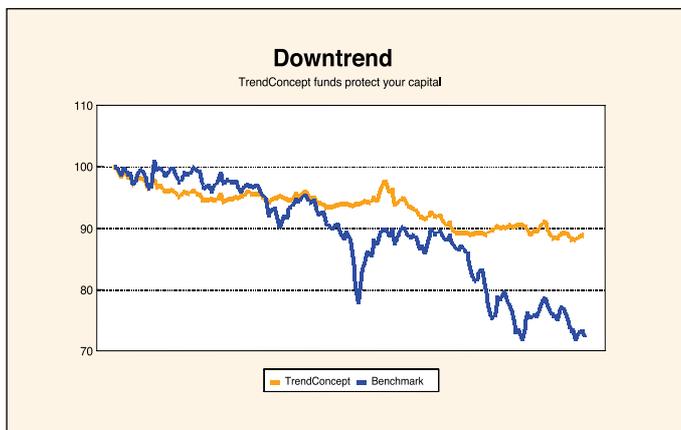
# Setting the course for success

## Systematic volatility limitation

Our name - TrendConcept – is the embodiment of our investment approach. We use computer-controlled trend tracking as a basis for decisions on asset allocation. Our principal focus is on stock market uptrends and downtrends.



Our objective is to benefit from the opportunities offered by rising equity prices as long as possible and switch to money market investments as soon as the trend reverses and drops below a critical level.

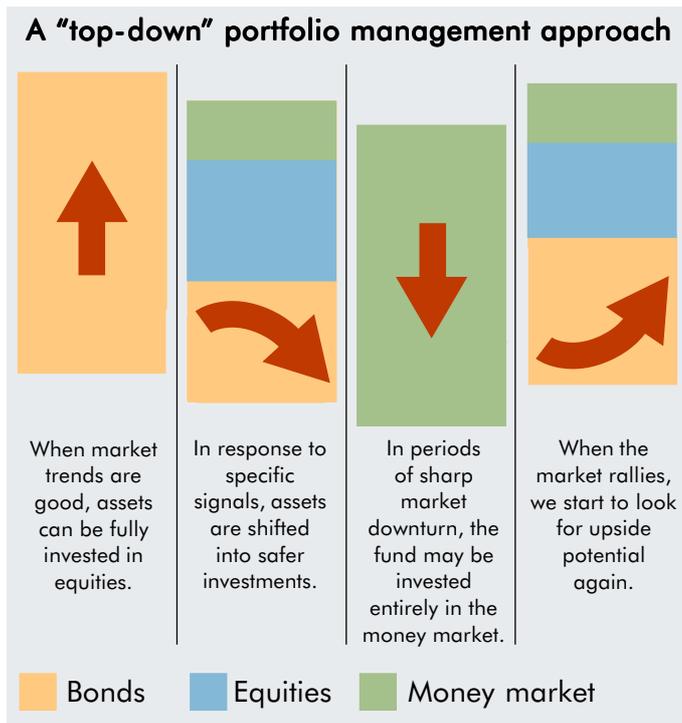


Special software developed by TrendConcept uses mathematical principles to predict trend reversals. These indicators are the signals we use to steer our investment policy.

They provide an objective guide for our fund managers, so they do not have to rely on fundamental data on individual companies, sector valuations or speculative forecasts. Objective investment decisions cut out the need to rely on subjective opinions.

# Setting the course for success

## Systematic volatility limitation



*Our investment decisions are based on market trends, rather than hunches, hopes, fears or wishful thinking.*

That means giving shares and fixed-income securities (bonds) a higher weighting in portfolios as long as the underlying trends are positive. A change may indicate a potential downtrend, which we counter by investing in the money market. Our passion for performance is reflected in our investment system which preserves capital, unlike a "buy-and-hold" strategy.

The positive effects of systematic volatility limitation can be illustrated by a simple mathematical formula that many investors prefer to ignore. If the value of an investment drops by 50%, it takes a renewed rise of more than 50% to recover the difference. In fact, a 100% rise is required to regain the starting position. Only after that does the investment start to become profitable.

Thus, in periods of market volatility and market stagnation investors can spend a good deal of time merely treading water to protect the value of their assets unless they take systematic action to limit volatility. A far-sighted approach is essential for investors who want to use rational strategies to protect and increase the value of their assets.

That is especially true for the approach used by TrendConcept. Applying the system consistently and following Ulysses' example by using self-discipline to withstand the siren calls of jittery markets can result in outperformance in the medium term. In fact, overall success is likely to be well above price trends on the equity markets because they are subject to sharp fluctuations.

# Place your capital in safe hands



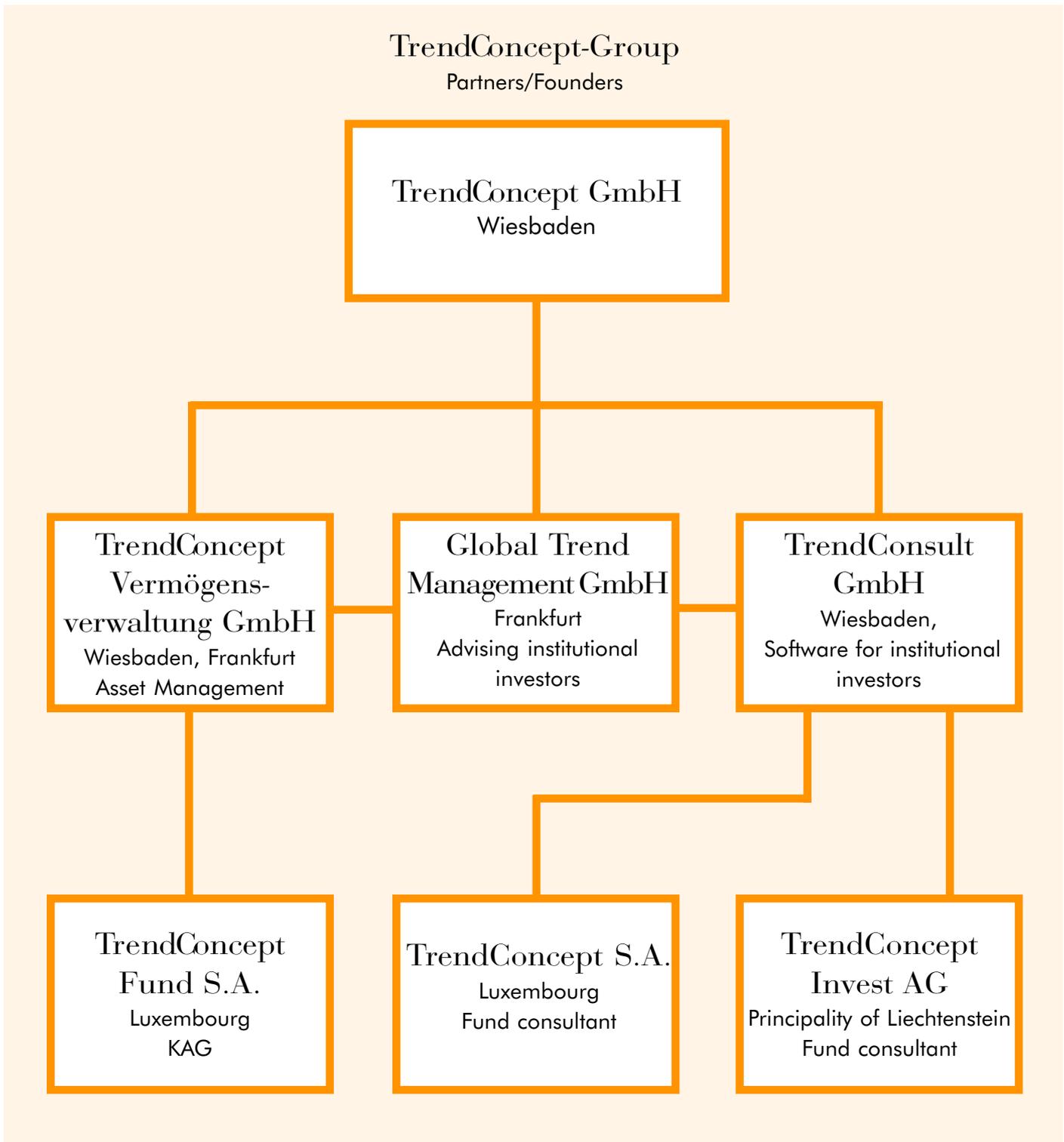
*From our offices in Frankfurt am Main, TrendConcept's managers advise private and institutional clients throughout Europe. Our main focus is on advising clients in Germany, Switzerland, Austria and the UK.*

TrendConcept has been managing funds for institutional and retail investors, especially pension assets, for more than ten years.

Its clients include the pension funds of well-known companies, insurance groups, churches, industrial companies, foundations and associations, banks, family offices and wealthy private clients. Our strategy is based on objective market indicators.

Our systematic approach is based on mathematical facts. That is the key to our disciplined and successful investment strategy.

# The TrendConcept Group – A network you can rely on





We would be happy to answer your questions or arrange a meeting.

Please contact:

Caspar von Zitzewitz

Friedrichstraße 2 - 6

60323 Frankfurt am Main

Germany

Tel.: + 49 -69 -971422 - 28

Fax: + 49 -69 -971422 - 23

[czitzewitz@trendconcept.com](mailto:czitzewitz@trendconcept.com)



*The company's headquarters in Wiesbaden are its development hub. From here, fund managers and IT professionals run and monitor our computer-based investment strategy.*

**TRENDCONCEPT**



Addresses

TrendConcept Vermögensverwaltung GmbH

Otto-von-Guericke-Ring 13-15 · 65205 Wiesbaden, Germany

Phone: +49-6122-9229-28 · Fax: +49-6122-9229-29 · [www.trendconcept.com](http://www.trendconcept.com)

Frankfurt Office:

Friedrichstraße 2 - 6 · 60323 Frankfurt am Main, Germany

Phone: +49-69-971422-28 · Fax: +49-69-971422-23 · email: [czitzewitz@trendconcept.com](mailto:czitzewitz@trendconcept.com)