

# EQUITY LONG/SHORT

## INTERNET ADVANTAGE STRATEGY (IAS)

as of December 2016



### HIGHLIGHTS

- IAS is a series of strategies based on an innovative new research approach
- Our researchers track the digital Internet footprint of publicly traded companies to find hidden demand trends in the market place
- The changes in demand lead us to bullish and bearish decisions on sectors that are most affected by those demand trends
- The Equity Long/Short strategy identifies both long and short stock picks that will outperform their counter-parts
- Over 5 years of research and analysis behind current offering

### METHODOLOGY

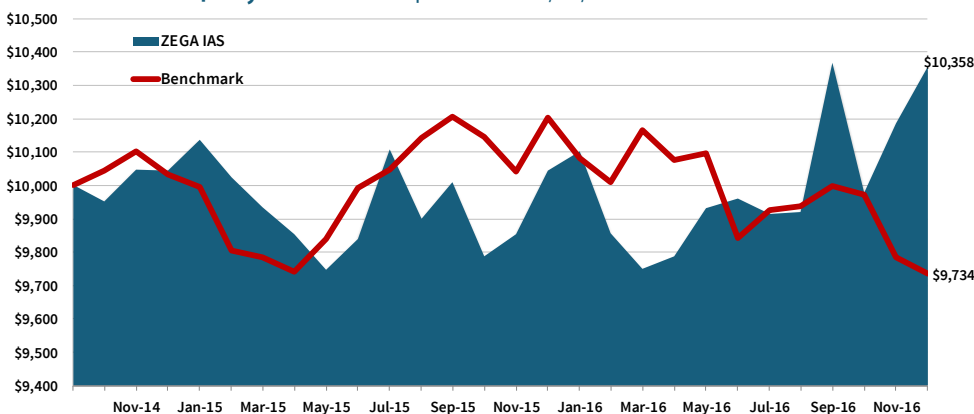
- **Internet Footprint:** IAS analyzes internet brand footprints to predict future revenue. Since company earnings are driven by revenue, the data is used to produce stock signals.
  - Constantly collecting data from multiple commercial and public sources
  - Use historical data and past revenues to model revenue at a company level
  - Define digital identities for over 2200 publicly traded companies
- **Generate List of Target Stocks:** each quarter we generate a list of both bullish and bearish picks. Our traders then analyze the stock and options market to establish the best entry approach for each position. The holding period for each position is typically 90 days.
  - Combines long and short equity positions in equal dollar amounts
  - Seeks to find picks that will outperform their counter-parts
- **Implement Portfolio Risk Posture:** The IAS research has been effective at predicting when the markets are likely to reverse course. We use that research to implement a risk-on and risk off posture in the portfolio:
  - Risk-on: the portfolio is invested 100% in bullish stock positions
  - Risk-off: the portfolio is invested in market neutral posture

### PERFORMANCE as of 12/31/2016

#### Annualized Returns

	MTD	QTD	YTD	1 Year	ITD
<b>Equity Long/Short Gross</b>	1.8%	0.3%	4.7%	4.7%	3.1%
<b>Equity Long/Short Net</b>	1.7%	-0.1%	3.1%	3.1%	1.6%
<b>Benchmark</b>	-0.5%	-2.6%	-4.6%	-4.6%	-1.2%

### GROWTH OF \$10,000 Since Inception as of 12/31/2016



### STRATEGY OVERVIEW

ZEGA's Internet Advantage Strategy (IAS) – Equity Long/Short aims to reduce systematic market risk by analyzing internet brand footprints to produce stock signals which are both bullish and bearish. The product is deployed in an SMA format.

The portfolio combines long and/or short U.S. equities positions. Designed to find picks that will out-perform the counter-parts. Portfolio holdings are not limited by sector or size.

#### KEY FACTS

<b>Vehicle Type</b>	Separately Managed Account
<b>Inception Date</b>	October 2014
<b>Management Fee</b>	1.50%
<b>Benchmark</b>	Credit Suisse Equity Market Neutral Hedge Fund Index
<b>Holdings</b>	20 - 60
<b>Portfolio Managers</b>	Jay Pestrichelli Wayne Ferbert

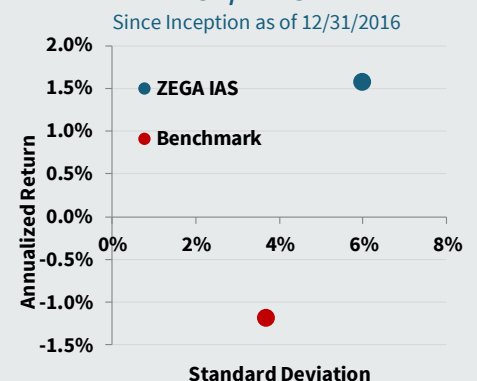
#### RISK METRICS

	Standard Deviation	
	1 Year	ITD
<b>ZEGA IAS Gross</b>	7.1%	6.0%
<b>ZEGA IAS Net</b>	7.1%	6.0%
<b>Benchmark</b>	3.8%	3.7%

	Sharpe Ratio	
	1 Year	ITD
<b>ZEGA IAS Gross</b>	0.61	0.49
<b>ZEGA IAS Net</b>	0.39	0.24
<b>Benchmark</b>	-1.28	-0.37

#### RISK/RETURN





## MONTHLY PERFORMANCE Since Inception as of 12/31/2016

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD (net)	Bench
2014	Gross										-0.3%	1.1%	0.1%	0.4%	0.3%
	Net										-0.5%	0.9%	0.0%		
2015	Gross	1.1%	-1.0%	-0.8%	-0.7%	-1.0%	1.1%	2.9%	-2.0%	1.2%	-2.1%	0.8%	2.1%	0.0%	1.7%
	Net	0.9%	-1.1%	-0.9%	-0.8%	-1.1%	0.9%	2.7%	-2.1%	1.1%	-2.2%	0.7%	1.9%		
2016	Gross	0.7%	-2.3%	-1.0%	0.5%	1.6%	0.4%	-0.4%	0.2%	4.6%	-3.6%	2.2%	1.8%	3.1%	-4.6%
	Net	0.6%	-2.4%	-1.1%	0.4%	1.5%	0.3%	-0.5%	0.1%	4.5%	-3.8%	2.1%	1.7%		

## RECOMMENDED USAGE

The ZEGA Equity Long/Short Internet Advantage Strategy (IAS) is designed to complement or replace a portfolio's existing U.S. Equity exposure.

## STRATEGY RISKS & DISCLOSURE

**All investments involve the risk of potential investment losses as well as the potential for investment gains. Prior performance is no guarantee of future results and there can be no assurance, and clients should not assume, that future performance of any of the model portfolios will be comparable to past performance.**

The performance figures illustrated in the ZEGA Equity Long/Short Internet Advantage Strategy represent the actual aggregated performance of the Equity Long/Short Internet Advantage Strategy in ZEGA's client and employee accounts. Performance numbers displayed net of fees include a 1.50% fee; this fee is an estimate which reflects both ZEGA's management fee and the fee charged by the advisor to the client. The Equity Long/Short strategy became actively managed in the fourth quarter of 2014. The target benchmark allocation will change as the allocation of the strategy changes. These results should not be viewed as indicative of the advisor's skill. The prior performance figures indicated herein represent portfolio performance for only a short time period, and may not be indicative of the returns or volatility each model portfolio will generate over a long time period. The performance of the models should also be viewed in the context of the broad market and general economic conditions prevailing during the periods covered by the performance information. The actual results for the comparable periods would also have varied from the model portfolio results based upon the timing of contributions and withdrawals from individual client accounts. The performance figures contained herein should be viewed in the context of the various risk/return profiles and asset allocation methodologies utilized by the asset allocation strategists in developing their model portfolios, and should be accompanied or preceded by the model.

**Standard deviation** is a measure of the dispersion of a set of data from its mean. The more spread apart the data, the higher the deviation. In finance, standard deviation is applied to the annual rate of return of an investment to measure the investment's volatility. **Credit Suisse Equity Market Neutral Hedge Fund Index:** measures the aggregate performance of equity market neutral funds. Equity market neutral funds typically take both long and short positions in stocks while seeking to reduce exposure to the systematic risk of the market.