



MAG Consultancy Advises Butterfield Fulcrum On Next Generation Managed Account Platform 'Altinus'

LONDON – 18th February 2010 – MAG Consultancy, the leading Managed Account Platform Consultants, has today announced its advisory role on the design, build and implementation of leading fund administrator Butterfield Fulcrum's 'Altinus' solution. This new Managed Account Platform will provide segregated and comingled managed accounts with a common set of tools for operations, administration and risk monitoring. The platform represents the next generation for managed accounts, providing an advanced operational and technological infrastructure that complements the investment management services provided by an asset allocator.

The announcement comes as MAG receives nominations in two categories in March's HFMWeek European Hedge Fund Services Awards for 'Best Managed Account Platform Technology' and 'Best Hedge Fund Investment Advisory Firm'. MAG currently advises clients with \$63bn assets under management. "We have entered a new "age of intimacy" whereby investors demand all aspects of control, verification and transparency to be held separate from the alternative asset manager: in such an environment we are delighted that MAG has been singled out as a prime mover in the governance space" – said Simon Hookway, Managing Partner at MAG Consultancy

"Altinus is the first ever administrator sponsored Managed Accounts Platform, and is based on 10 years of managed account operations experience," said Akshaya Bhargava, Butterfield Fulcrum's CEO. "It is designed to eliminate service and fee duplication by allowing allocators to determine investment allocation, while enhancing their portfolio management through robust, daily operational and risk monitoring and leading-edge analytical tools."

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“Considering the large number of asset allocators looking to utilize Managed Accounts as a method of resolving the governance issues that were so harshly exposed during 2008, it has become increasingly clear that the Administrators are very well placed to be the sponsors of a new breed of more efficient Managed Account Platform,” said John Godden, Managing Partner at MAG Consultancy. “We are delighted to be associated with the Altinus Platform and see it as moving the game on significantly with its marriage of leading-edge technology, institutional quality governance and real independence.”

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Note to editors:

About MAG Consultancy

MAG was launched in 2009 to address the changing needs of the Alternative Investments industry. The founders have over a decade of experience in launching and managing Segregated Managed Account solutions. MAG advises Buy and Sell side, and other Service Providers in implementing or risk-managing alternative asset investments through managed accounts.

For more information, please visit www.magconsultancy.com

About Altinus

Altinus is a Managed Accounts Platform that provides segregated and co-mingled managed accounts across multiple trading strategies with a common set of tools for operations, administration, and risk monitoring. Altinus is the first ever administrator sponsored Managed Accounts Platform. It is based on 10 years of managed account operations experience.



About Butterfield Fulcrum

Butterfield Fulcrum, a top five independent alternative fund administration company by assets under administration, has 20 years experience servicing the alternative investment industry. It provides administration, middle office and risk reporting services to hedge funds, fund of funds, managed accounts, private equity and real estate funds. The company has a unique Global Operations Model leveraging time zones and talent to deliver transparent and highly customized solutions in real time via BFOne, a client access Web portal. Headquartered in Bermuda, the company services more than 700 funds and has 10 offices in eight countries. For more information, please visit www.bfgl.com.

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