



UNION BANCAIRE PRIVÉE

## Press release

### Union Bancaire Privée onboards an absolute return strategy on its alternative UCITS platform

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Geneva, 25 June 2020

Union Bancaire Privée, UBP SA (“UBP”) has enhanced its alternative UCITS platform with a new absolute return strategy launched in partnership with Baltimore-based alternative investment manager Campbell & Company Investment Adviser LLC (“Campbell”).

The strategy seeks to provide a balanced risk-reward profile across a broad range of market conditions through systematic investments in a diversified portfolio. It consists of underlying investment strategies that aim for low correlation and are differentiated by investment style (systematic macro, short-term, trend-following, and quant equity strategies), holding period, and instrument. Campbell is one of the pioneers in global systematic investing and has been constantly developing and enhancing its models over four decades.

This strategy is the latest addition to UBP’s alternative UCITS platform, which also includes the following partnerships:

- **Trend Capital:** a discretionary global macro strategy that employs deep fundamental analysis research techniques to capitalise on trends in both developed and emerging markets via investment in a range of liquid markets and instruments (fixed income, currencies, credit, equity indices);
- **Cheyne:** an equity arbitrage strategy combining a core yield (Merger Arbitrage) component and an opportunistic (Mixed Arbitrage) element, both being anti-correlated. Managed with a low market beta, it provides uncorrelated exposure to traditional asset classes;
- **GCA:** an actively managed long/short corporate credit strategy employing a fundamental research process to capitalise on an information base built on decades of experience and a seasoned research team with an average of 20 years of experience;
- **Shannon River:** a long/short equity strategy allocating capital opportunistically and dynamically across small- and mid-cap, “mispriced growth” stocks in technology-related sectors. This mainly includes areas where disruptive technological changes have occurred, such as intellectual property, software, media, entertainment, equipment, connectivity and logistics.

Commenting on the launch, **Nicolas Faller, Co-CEO Asset Management at UBP**, declared: “We are very happy to partner with Campbell, who have such a long history and proven track record in systematic investing. We believe that given the current uncertainties in the market, a systematic strategy offering liquidity, diversification and decorrelation to traditional assets is an attractive investment proposal for investors.”

**William Andrews, CEO at Campbell**, said: “We are extremely excited to partner with UBP. As a leader in the global wealth management industry UBP is ideally situated to help us bring the strategy to market. UBP’s combination of investment product expertise and deep client relationships across the globe are the perfect complement for Campbell’s systematic multi-strategy investment experience. We’re looking forward to not just a successful launch of this strategy, but a successful long-term partnership with UBP.”

#### For any further information

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**About Campbell & Company Investment Adviser LLC (Campbell) – [www.campbell.com](http://www.campbell.com)**

Campbell is a Maryland-based global systematic manager. This management-owned company was founded in 1972 by Keith Campbell and now has more than 40 years of experience. It is the longest running Commodity Trading Advisor (CTA). Campbell manages USD 1.7 billion across a range of systematic strategies. Based in Baltimore (MD) and with offices in New York, Campbell has 70 employees (as at 29.02.2020), including 50 investment professionals, with 44% having been at Campbell for ten years or more.

**About Union Bancaire Privée (UBP) – [www.ubp.com](http://www.ubp.com)**

UBP is one of Switzerland's leading private banks, and is among the best-capitalised, with a Tier 1 capital ratio of 25.6%. The Bank is specialised in the field of wealth management for both private and institutional clients. It is based in Geneva and employs 1,743 people in over twenty locations worldwide; it held CHF 140.3 billion in assets under management as at 31 December 2019.

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