

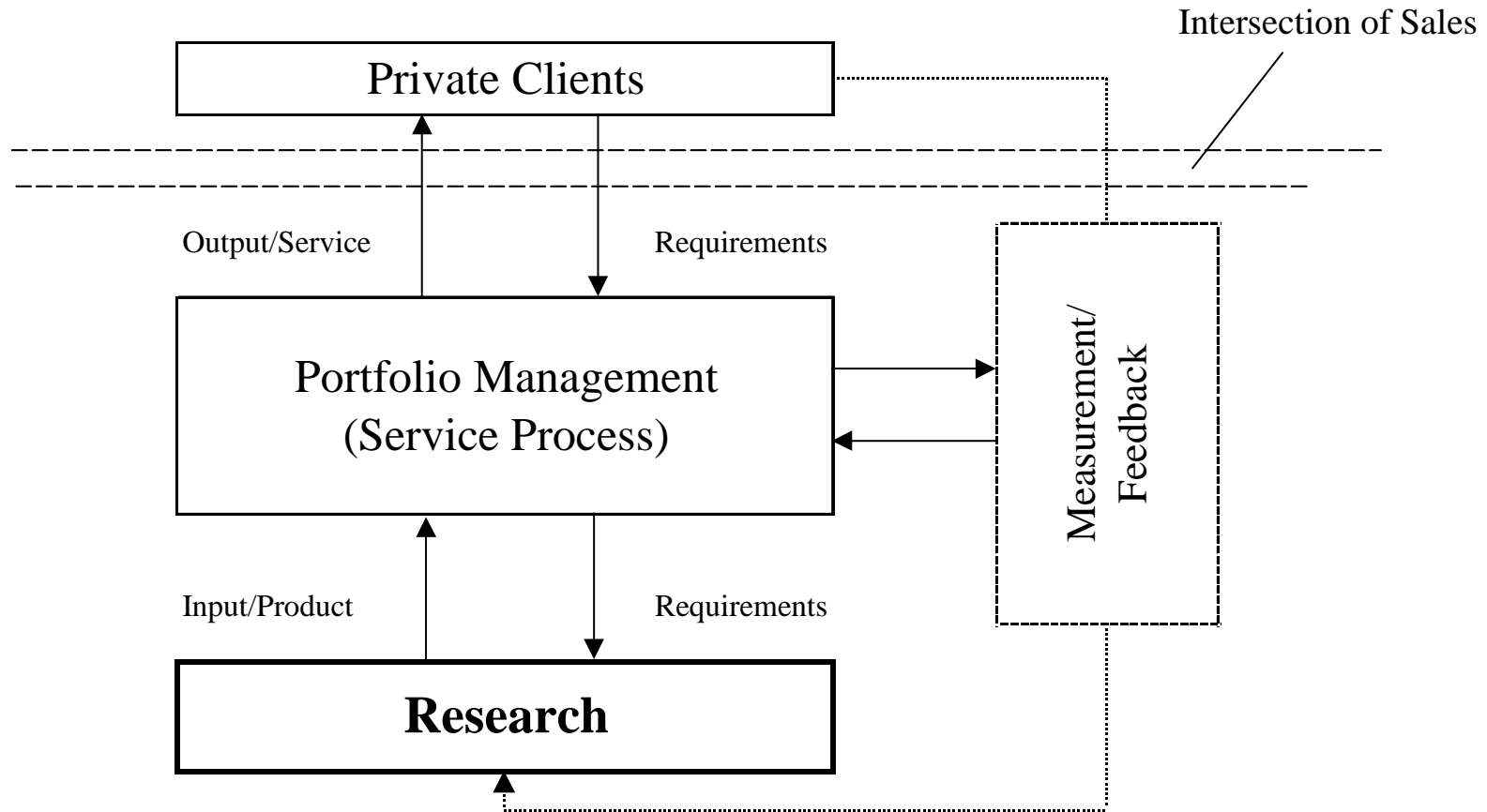
PEER - Partner for European Equities Research GmbH

# The Role of Equity Research & Process

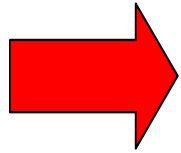
*from the Perspective of an Equity Portfolio Manager*

Frankfurt amMain, August 2000

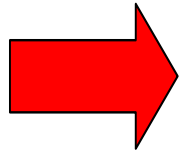
# Position of Research



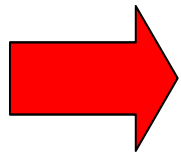
## Private Clients' Need



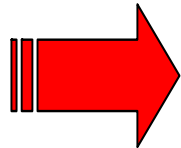
Information Society (Know How of Client)  
"Death of the Banker"



Gambling Society (Day Trading of Equity Shares and Funds)  
"Liquidity as the Driver"

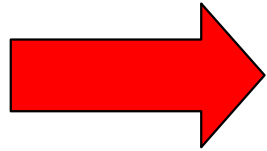


Ageing Society (Demography)  
"Steady Low Risk"

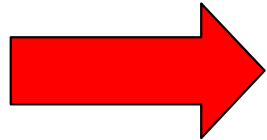


**Demand from Trading Portfolios to Risk Diversifying Funds**

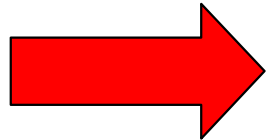
## Private Client Service / PM Output



From "One Size Fits All" to "Client Orientation"  
(Customization, Diversity)

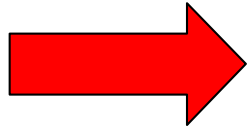


Trading Portfolios: 1-10 Investments; up to 100% Cash  
(e.g. Hedge Funds, Theme Funds)

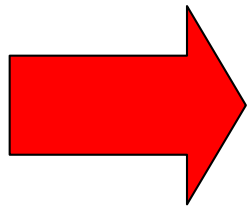


Diversifying Funds: 30-Universe; down to 0% Cash  
(from Mixed Sector Funds to Index Funds)

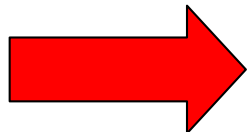
## PM Service



Market Portfolio as a Benchmark for 0-Outperformance/  
1-Risk and Low Cost Production  
"Passively Managed" - knows nothing

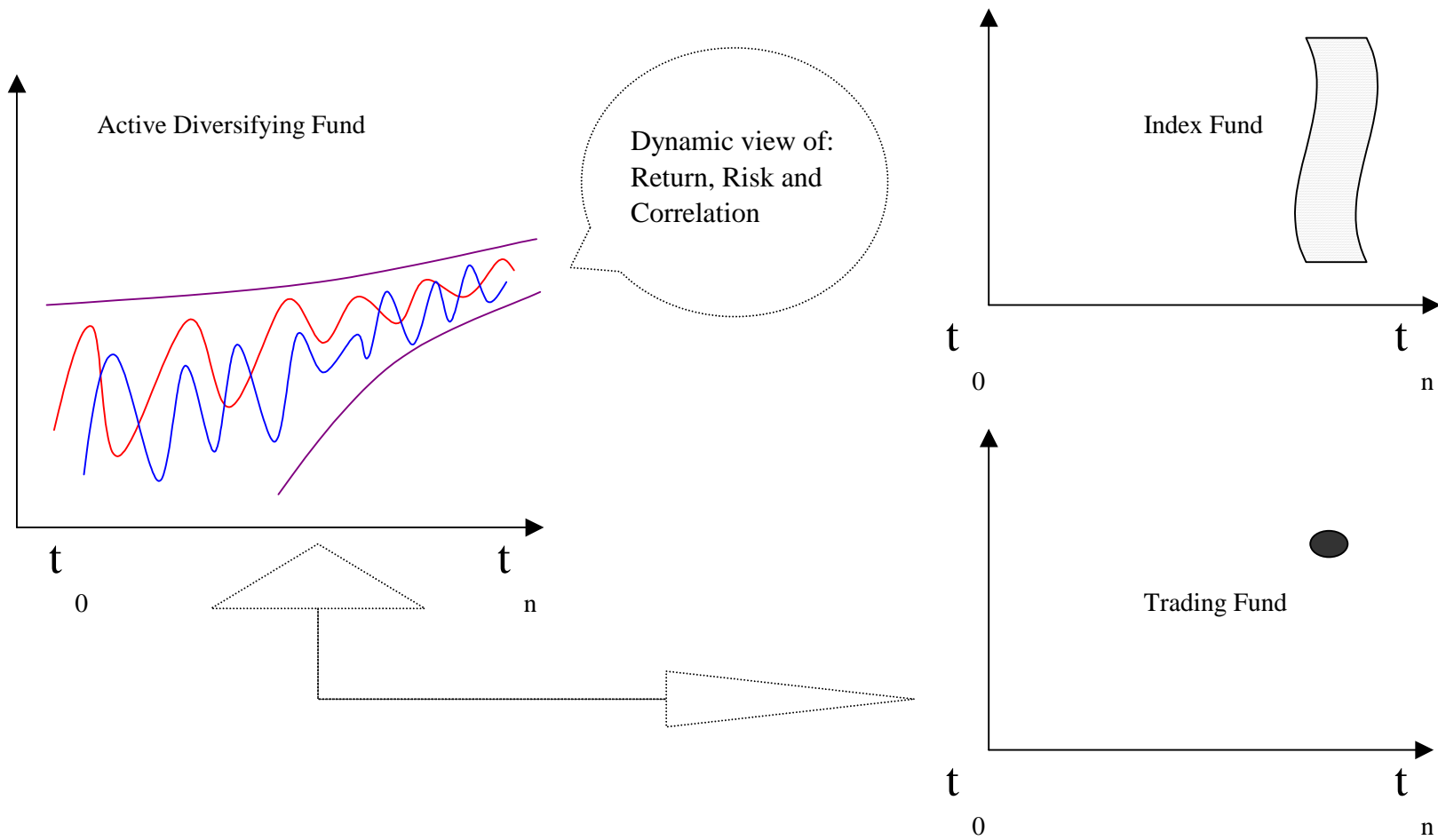


Fund Portfolio  
"Actively Managed" - knows about uncertainty

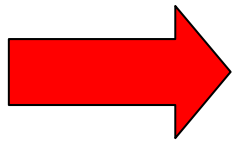


Trading Portfolio as Benchmark for High Outperformance/  
High Risk and High Cost Production  
"Actively Traded" - believes to know exactly

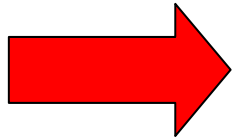
# Expectation Processing



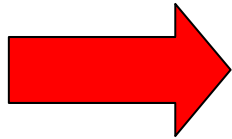
## Research Product / PM Input



Index Funds = No Research



Fund Management = Sustainable Performance Projection



Trading Portfolios = 100% Research (Price Potential)

## Research Process / PM Needs

