

Dear reader,



Only a short while after our last update, we at max.xs are very proud to inform you today – ahead of our press release – that two more German asset managers have entered into strategic partnerships with us – First Private and ConRendit. With these new additions to our existing product partners portfolio (Augur, cash.life, Veritas), our offering to investors becomes more and more interesting.

Kind regards,

Dr. Oliver Roll, Managing Director

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## Partnerupdate

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### max.xs takes over 3<sup>rd</sup> party fund distribution in Germany and Austria for First Private Investment Management KAG mbH

We are happy to announce today that max.xs has engaged in a strategic cooperation with First Private Investment Management KAG mbH. As a full-service financial sales organization max.xs is taking over third party fund distribution in Germany and Austria for First Private. By outsourcing sales activities to max.xs, First Private gains a more effective, scalable and cost efficient access to the highly fragmented intermediary market.



Investment Management

First Private is an independent asset management partnership and a pioneer in systematic investing. First Private pursues active, quantitative investment strategies in the areas of equity and absolute return since 1991. The partners founded the firm after many successful years as investment team of Salomon Brothers. Since then, First Private was named Best Equity Manager and was awarded several times with Best Equity Fund Awards and Excellence in Institutional Asset Management.

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## Partnerupdate

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### max.xs signs distribution agreement with Hamburg based ConRendit Group

max.xs and ConRendit  Group have signed a distribution agreement.

ConRendit Group is a leading German initiator of closed-end investment solutions focusing on logistics and infrastructure products. With its clear focus and specialist expertise, ConRendit holds a unique position in the German investment industry.

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## Eventupdate

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### See us at leading Financial Industry Fair DKM in Dortmund


max.xs will be present at DKM fair in Dortmund in late October, one of the key financial fairs  **DKM** Internationale Fachmesse für die Finanz- und Versicherungswirtschaft in German speaking Europe for the Wholesale and Retail segments of the market. This will be the first opportunity for max.xs to showcase the abilities of its new partners ConRendit, First Private and Plenum Life along with its existing partners Augur, cash.life and Veritas.

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## Calendarupdate

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### Fund Forum USA 2010:

Hear from 90+ leading U.S. & Global Fund Selectors, Top Asset Managers, Academics & Industry Thought Leaders 

Contact us for preferred conditions to join the event!

<http://www.icbi-events.com/KN2254MAXEL>

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|----------------|-------------------------|
| 27./28.10.2010 | DKM Fair / Dortmund     |
| 1.-3.11.2010   | Fund Forum USA / Boston |
| 4.-5.11.2010   | Roadshow / New York     |