

Dear Reader,



in our first **max.xsupdate** of this year we would like to report to you about some of our recent activities, and inform you about upcoming events. Above all, we are happy to inform you that max.xs has substantially exceeded last year's sales targets.

Kind regards,

Dr. Oliver Roll, Managing Director

Eventupdate

Successful start into 2011: max.xs presents its partners at leading industry event



End of January the Mannheim Fondskongress celebrated its 10th anniversary. With over 6.000 visitors per day and 220 exhibitors, this is

Germany's leading industry event. Despite the long waiting list of Asset Managers wanting to exhibit at the fair, max.xs was able to present its partners and their high quality offerings to an interested public of IFAs and financial professionals. max.xs also set up highly anticipated presentations held by star fund managers Markus Kaiser of Veritas and Tobias Klein of First Private. The visitors also had the opportunity to speak to the fund managers in person. The feedback to max.xs' high level of activity before and at the fair was positive throughout and a great boost for the remainder of the year!



Marketupdate

max.xs shares market insight with AFG member organisations in Paris

max.xs has been invited by the French Asset Management Association (AFG) to speak to representatives of the French Asset Management industry in Paris. Frank de Boer, CEO of max.xs, has gladly taken the time to refer about the German market. His experience combined with the market knowledge of max.xs led to a vivid discussion with the audience. Due to the success of this meeting max.xs and AFG are planning further events.

Pressupdate

max.xs presents its partners in this year's IPE Asset Management Guide

Being distributed to over 6.500 institutional investors, it gives an overview of Asset Management companies that are active in the German market, their products as well as investment philosophy. Dr. Oliver Roll, MD of max.xs, contributed by covering in detail distribution strategies in the German market. If you would like to read more, please use the following link: http://www.max-xs.de/Acciss/IPE_2011_AMG_%20Article.pdf. Should you want to receive a complimentary hard copy of the guide, please send us an e-mail.

Calendarupdate

Meet us at the max.xs **USA Roadshow** end of **March 2011** and at the **Fund Forum** in **Monaco June/July 2011:**

28.-31.03.2011	Roadshow USA
30.-31.03.2011	BCA Kongress / Wiesbaden
03.05.2011	MMM-Messe / München
18.05.2011	LVFM Fair / Leipzig
28.-30.06.2011	Fund Forum International / Monaco