



PRESS RELEASE

Key Investors and BAI cooperate in the field of alternative investments

Düsseldorf, September 10, 2012 | Key Investors GmbH with their platform for institutional investors has agreed on a cooperative effort with the Federal Association for Alternative Investments [Bundesverband Alternative Investments e. V.: BAI]. The goal of this partnership is to increase familiarity with the asset class "Alternative Investments" and enhance its acceptance with institutional investors.

Frank Dornseifer, Managing Director Legal and Policy of BAI, discussed the reasons for the cooperative effort: "As an association we want to use targeted measures to achieve a future in which all institutional investors deal in capital market products from the field of 'alternative investments' as part of portfolio optimization. To this end, BAI has created a BAI Investor Advisory Board with well-known representatives from the field of institutional investors who will support this process. The cooperation with Key Investors is also a measure with which to bring a wide spectrum of AI products from our members closer to institutional investors."

With the portal, jointly developed by Key Investors and representatives of insurances and retirement funds, institutional investors can stay up to date about attractive and current investment products and receive the opportunity to interact directly with the product suppliers through the portal.

"The target group-specific orientation of products to the group of professional investors and the fulfillment of quality and transparency standards make many of these products attractive for these potential customers. We offer uncomplicated access to institutional investors and are able to extend existing sales channels ideally", states Michael Kempkes, partner at the Key Investors GmbH. "In particular in view of the current low-interest policies, many investors are looking into capital investments besides government bonds. This opens special opportunities for alternative investments", explains Michael Werneke, partner at Key Investors GmbH.

About BAI

BAI sees itself as catalyst between professional German investors and the best world-wide suppliers. It is committed to the idea that German institutional / professional investors could diversify their capital investments better and easier in terms of so-called "alternative investments", in particular in terms of the assuring the health of German pension funds long-term. The association represents approx. 130 members.

About Key Investors

Key Investors GmbH is the central intermediary between institutional investors and product providers. Key Investors developed the intelligent information and decision-making portal www.key-investors.de in particular for insurance companies, pension and burial funds, asset managers, and family offices to provide uncomplicated access to attractive products of national and international issuers, debtors, and banks.



Key Investor's
Smart Market Access

Press contact
Key Investors GmbH
Michael Kempkes
Partner
Tel.: 0211/83680821
kempkes@key-investors.de

Michael Werneke
Partner
Tel.: 0211/83680822
werneke@key-investors.de