



Hedge Fund Strategies – 2018 Industry Survey Results

NEW YORK, NY – July 24, 2018 – The Hedge Fund Association (“HFA”), a leading global nonprofit trade and nonpartisan lobbying organization serving the alternative investment industry, announced the results of the “Top Hedge Fund Strategies” survey it conducted with the sponsorship of industry thought leader UMB Fund Services. According to this 2018 second quarter survey of institutional and family office investors, alternative investment managers and industry executives, key takeaways feature:

- **Top investment strategy:** Equity Hedge (#1), Macro (#2), Blockchain/Crypto (#3) and Event-Driven (#4)
- **Most impactful sources of differentiation:** uncorrelated strategies (#1), firm reputation/pedigree (#2), management team experience (#3), performance (#4) and fees (#5)
- **Hurdles to new fund development:** capital raising (#1), regulatory/tax implications (#2), fund structure/terms and costs (#3), infrastructure and outsourcing (#4)
- **Investor reporting challenges:** customization (#1), portfolio performance analysis (#2), timing (#3), privacy (#4) and delivery (#5)

[View the full Survey Report here.](#)

“UMB Fund Services is pleased to collaborate with the HFA to better understand the industry trends and challenges our alternative investment clients are facing,” said Jill Calton, senior vice president and director of alternative investment operations at UMB Fund Services. “Our ability to understand and adapt to an ever-changing market environment positions us to best meet client needs, now and into the future.”

“The HFA welcomes the opportunity to conduct surveys and gain further industry insights as an important part of its mission and commitment to the entire alternative investment community,” noted HFA President Mitch Ackles. “We are honored that UMB Fund Services has chosen to become a Thought Leader sponsor, collaborating with HFA in this initiative.”

In addition, HFA announced the two survey prize winners – Jessica Nicosia and James Budd – recipients selected randomly among survey respondents. Each will receive complimentary HFA membership and registration to an upcoming HFA event.

About The Hedge Fund Association

The Hedge Fund Association (HFA) is an international non-profit industry trade and nonpartisan lobbying organization devoted to advancing transparency, development and trust in alternative investments. HFA’s reach is global and extraordinary, with a presence that spans 5 continents and over 16 countries. HFA’s Board and leadership team are volunteers. Membership in HFA includes hedge fund firms, financial institutions, funds of hedge funds, family offices, public and private pension funds, endowments and foundations, high net worth individuals, allocators, and service providers including prime brokers, administrators, custodians, auditors, lawyers, risk managers, technologists and third party marketers. HFA works on behalf of the entire hedge fund industry, including more than 10,000 hedge funds in the U.S. and abroad which collectively manage in excess of \$3 trillion in assets, as well as sophisticated investors and industry service providers. Visit <https://hedgefundassoc.org>

About UMB Fund Services

UMB Fund Services, headquartered in Milwaukee, Wis., offers a complete line of products and services to the fund industry, including fund administration, fund accounting, tax, investor services and transfer agency, distribution* and custody* (*services provided by affiliates). It serves more than 200 clients with combined assets of more than \$167 billion as of June 30, 2018. UMB Financial Corporation (Nasdaq: UMBF), the parent company of UMB Fund Services, is a financial services company headquartered in Kansas City, Mo., offering complete banking services, payment solutions and asset servicing. UMB operates banking and wealth management centers throughout Missouri, Illinois, Colorado, Kansas, Oklahoma, Nebraska, Arizona and Texas, as well as two national specialty-lending businesses. For more information, visit umbfs.com.

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