Samuel Freshfields' Report Sheds Light on Indirect Multi-Managers' Shift of Focus

The firm's industry outlook reveals the secondary market as the latest investment preference



Hong Kong, Hong Kong S.A.R. Apr 7, 2022 (Issuewire.com) - Samuel-Freshfields.com, a next-generation investment company that aims to give its clients access to a broad range of financial instruments, promoting the highest standards of integrity, responsibility, and competence to produce a highly personalized counseling process, today released a market outlook through which it has conducted a deeper analysis of the multi-manager industry's preferences and future direction of invested assets and cash flow. The secondary market has been prioritized by most Asian multi-managers projects.

Samuel Freshfields's newly released report indicates that funds of funds and multi-manager entities are lately shifting away from their traditional activity of investing mostly in funds. They are set to access a more diversified model of co-investments and secondary market strategies, rather than focusing solely on underlying fund investments.

"Investor demand is behind the change," said Xiong Wenbin, Chief Information Officer of Equities and Asset Allocation for Samuel Freshfields. "Many investors would like to buy secondaries and co-

investment does offer clients enhanced visibility and transparency on the assets they own, which is ultimately a condition implemented on anywhere from 60% up to 80% of an investors' portfolio," he added.

Multi-manager entities assume functions similar to an innovation lab, include a wider pallet of investment talent, and concentrate on tailoring portfolios to the needs of investors. "What is important for our investors is that the deals, whether they are new funds, funds on the secondary market, club deals, or co-investments, are providing immediate exposure," said Mrs. Carol Wing Wong, Vice President and Director of Business Development for Samuel Freshfields. "The key move is the ability to underwrite not only the funds but the assets in those funds as well. It is a more demanding, higher-value offering that only the secondary market environment can produce in a satisfactory manner for investors," she added.

Samuel Freshfields' industry collected data revealed that it is taking longer for closed-ended funds to assemble their capital, while investors are pressing for better returns and more visibility about the performance of their underlying assets. As investors have allocated more capital for increased investments in the secondary market, the appetite among multi-managers and funds for capital and good investments has increased apace.

About Samuel Freshfields

Samuel Freshfields is a next-generation investment company that aims to give its clients access to a broad range of financial instruments and markets as well as professional advice to maximize returns. Samuel Freshfields' investment advisory and brokerage services are multidisciplinary, allowing the company to devise custom strategies and deliver exceptional results for our clients. The company's major goal has been to work hand-in-hand with clients to meet their investment needs. While many financial firms push one-size-fits-all products, Samuel Freshfields strives to coordinate the fundamental disciplines of the company's dividend-growth philosophy with the unique needs of our clients regarding the growth, use, and preservation of their wealth.

Media Contact

Samuel-Freshfields.com

constance.tankam@samuel-freshfields.com

Chater House, 11 Chater Road, Central, Hong Kong

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