



PALICO

**THE REGULATED ONLINE PRIVATE EQUITY FUND MARKETPLACE
FOR LIMITED PARTNERS, GENERAL PARTNERS, AND THEIR ADVISERS**

FOR LIMITED PARTNERS

FIND THE BEST OPPORTUNITIES: Less than a year-and-a-half after launch, the Palico online private equity fund marketplace is a key tool for 500+ LPs from over 60 countries to discover and engage with 700+ GP members and other counterparts on fundraisings, co-investments, secondaries, and deal-by-deal structures. More than 6,900+ regularly updated GP Profiles and 50,000 GP Contacts are accessible via a proprietary database which filters results according to member LPs' individual strategies. Through Palico, LPs have had direct access to over 500 investment opportunities and local GP meetings without having to get on a plane.

SECURE ENVIRONMENT OFFERING IMMEDIATE ACCESS TO ALL GP DOCUMENTS: A regulated marketplace, populated exclusively by accredited managers and investors, Palico is one of the only venues in the world giving LPs from over 100 jurisdictions immediate, unrestricted access to detailed GP documents, including those not freely available on the GPs' own websites.

STAY IN THE LOOP via a daily digest of industry news, compiled from 50+ PE media sources and customized to each member's individual interests (web and mobile-device accessible).

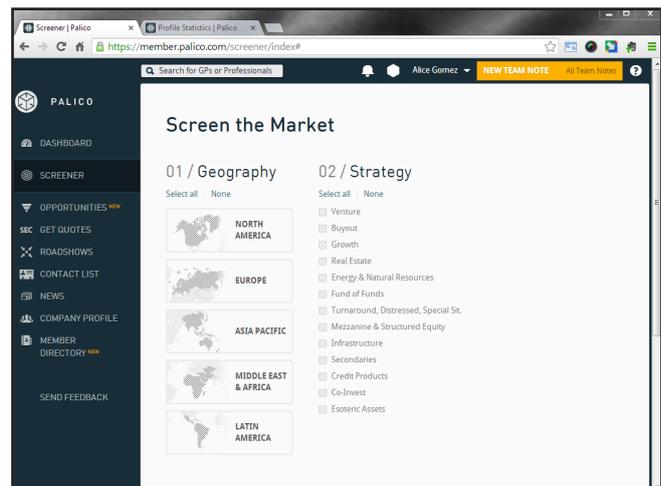
NEW -- PALICO DASHBOARD is the customized home for each member to quickly learn about matching new community members, opportunities, platform events, and industry happenings. The dashboard is part of the expanded services and cutting-edge technology that comes with our recently updated free membership.

"Palico permits our small team to reach out to a global community of LPs, interested by our strategy, quickly and efficiently. We've found motivated, top-shelf investors, enhanced our marketing dramatically and improved the deployment of resources using Palico. It's a fantastic tool for helping general partners and limited partners discover each other in a world where meeting and engaging is getting harder to do."

**MATTHEW LUTZ - Managing Partner, Tarpon Bay Company
- USA**

"Palico is a critical service for bringing together the rapidly globalizing and fragmenting world of private equity. For Knife Capital it's been a highly cost efficient way to engage with large blue-chip LPs from private equity's traditional money centers."

ANDREA BÖHMERT - Partner, Knife Capital - South Africa



www.palico.com

"There is a need for greater efficiency in the private equity market when it comes to dealing with primaries and secondaries and having better market intelligence. We believe Palico with its integrated approach can provide both LPs and GPs with a solution."

DOMINIQUE PENINON - Chairman & Managing Partner, Access Capital Partners - France

ABOUT PALICO

Palico (www.palico.com) is a pioneering platform, launched in May 2012, where 1,200+ private equity Limited Partners and General Partners engage qualified counterparts for fundraisings, secondaries and co-investments in a secure, regulated environment. GPs market their opportunities and cultivate their brands to qualified investors based in over 60 countries. LPs efficiently discover GPs around the world, with the ability to dig deep into their strategies and performance as well as find opportunities and partners matching their detailed interests. A rapidly growing membership of over 700 GPs and 500 LPs regularly connect on Palico in addition to receiving customized community updates and sector news, thus optimizing counterpart discovery.



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FOR GENERAL PARTNERS

MAKE CONNECTIONS WITH A DIVERSE, GLOBAL RANGE OF LPs: Less than a year-and-a-half after launch, 500+ LPs actively follow opportunities and postings on Palico. They've screened over 10,000 pages of information on GPs based in 60+ countries, accessing everything from the performance of specific investments to private placement memorandums. Palico has enabled 700+ GPs to reach out more than 80,000 times to accredited LPs who have expressed an interest in their strategies.

CONNECT WITH INVESTORS USING YOUR MOST CONVINCING MARKETING: Promote investment opportunities without restriction to an audience composed exclusively of qualified Private Equity investors. Taking advantage of the "Know Your Customer" verification that our Compliance Department performs on every member, you can trust the accredited investor status of all users. Detailed statistics further allow you to efficiently track the interest you generate.

COMMUNICATE IN REAL-TIME: Enhance your marketing by broadcasting messages - on everything from fundraising and portfolio milestones to your macro outlook - to motivated investors with a declared interest in your investment strategy, without restriction and in a secure, regulated, and online environment.

CONTACT LPs WHO VISIT YOUR PROFILE: As part of Palico's newly expanded free services, GP Basic members can learn which LP firms have visited their profile. In addition, GP Premium members can directly contact LPs which have shown an interest in their firm or investment opportunities.

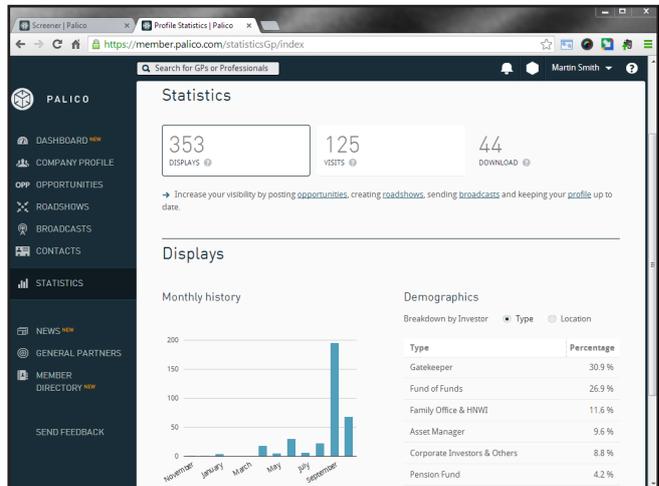
ORGANIZE ROADSHOWS EASILY: Notify investors about upcoming roadshows / travel and fill-up your appointment book with potential partners eager to discover investment opportunities.

"We see Palico's communication capabilities as very complementary to existing marketing strategies, including conference participation and press outreach. It represents a new way to generate investor leads."

JON MOULTON - Chairman, Better Capital - United Kingdom

"Palico allows us to promote investment opportunities efficiently and without restriction to a broad community of accredited investors around the world with a real appetite for our products. Palico has proven to be a particularly useful medium for launching an innovative niche strategy like ours, and for getting the attention of relevant LPs, amidst an ever increasing number of competing managers and strategies."

NIELS LORIEN - Senior Advisor (former Chairman), CapitalSpring - USA



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