

BETTER RISK ADJUSTED RETURNS VIA GENDER LENS

OPPORTUNITY

In delivering female empowerment, corporations better reflect the demographic of the communities in which they operate, create an environment in which women can thrive, and gain material competitive advantages including:

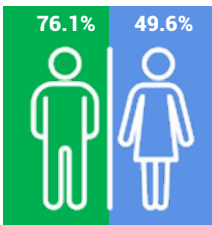
- better economic performance
- enhanced relationships with customers
- ability to hire and retain the highest quality staff
- fostering increased innovation; and
- providing greater personal and professional development:

Corporations who adopt broad women empowerment policies tend to have higher margins, better return on assets, with more productive staff. For credit investing this reduces income volatility and dampens the tail-risk associated with potential defaults.

Artesian screens global bond markets and invests in the debt of corporations ranking best in class in their industry for facilitating female empowerment.

WOMEN ECONOMIC EMPOWERMENT

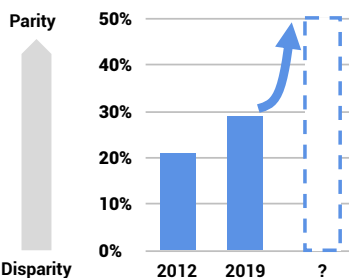
Working age population in the workforce



What Equality Would Mean

As women make up half of the working world's population, if women played an identical role in working life to that of men, global annual GDP would potentially increase by \$28 trillion (26%) by 2025

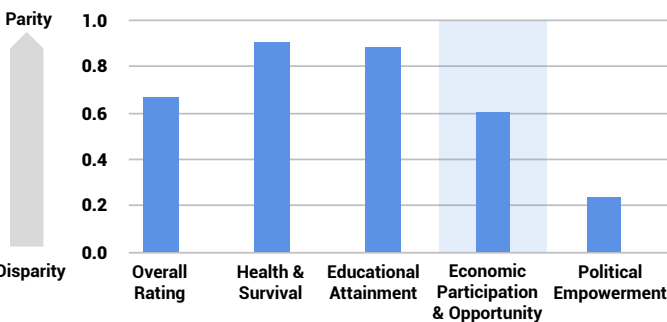
Source: McKinsey Global Institute



Women in Senior Management

Over the last 5 years, the proportion of global businesses employing at least one woman in senior management has risen by 20 percentage points. However, the proportion of women in senior roles is still short of the 30% tipping point that is expected to open the gates to gender parity.

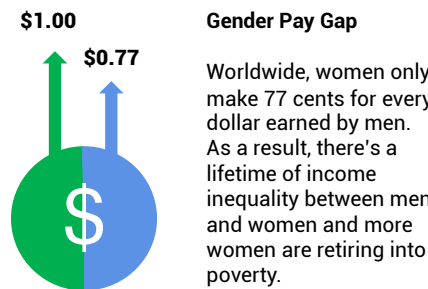
Source: Grant Thornton's Women in Business Report 2019



Gender Gap Score by Area

Health and education gender gaps are closing while economic and political empowerment gaps remain large.

Source: World Economic Forum (Global Gender Gap Report 2018)



Gender Pay Gap

Worldwide, women only make 77 cents for every dollar earned by men. As a result, there's a lifetime of income inequality between men and women and more women are retiring into poverty.

Source: UN Women

THE TEAM

Artesian is a global alternative fund manager with an Asia focus, specializing in fixed income, venture capital & impact investments.



**Vicky Lay**  
Managing Director  
New York

Vicky is based in New York where she is focused on directing capital, innovation & human endeavour towards positive social & environmental outcomes.



**John McCartney**  
Managing Partner  
New York

John co-founded Artesian in 2004. He is responsible for Artesian's alternative investment management business in North America.



**Kurt Tan**  
Managing Director  
New York

Kurt is responsible for fixed income analysis and portfolio management as well as gender research and carbon screen analysis.



**Dylan Er**  
Investment Analyst  
Singapore

Dylan is a fixed income investment analyst in Artesian's Singapore office focused on credit and impact strategies



**David Gallagher**  
Managing Director  
Sydney

David a fixed income portfolio manager and has extensive PM & risk management experience.



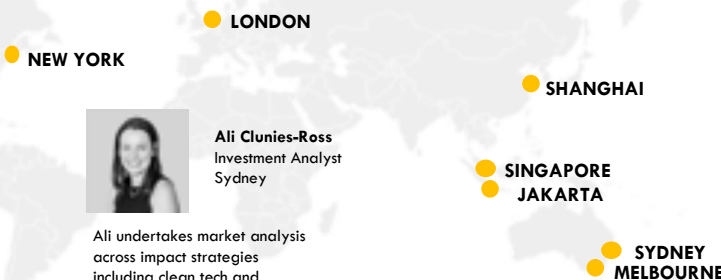
**Ali Clunies-Ross**  
Investment Analyst  
Sydney

Ali undertakes market analysis across impact strategies including clean tech and gender



**Fiona Zheng**  
Investment Analyst  
China

Fiona is an investment analyst for impact and VC strategies based in Shanghai and focused on Asian markets



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INVESTMENT STRATEGY

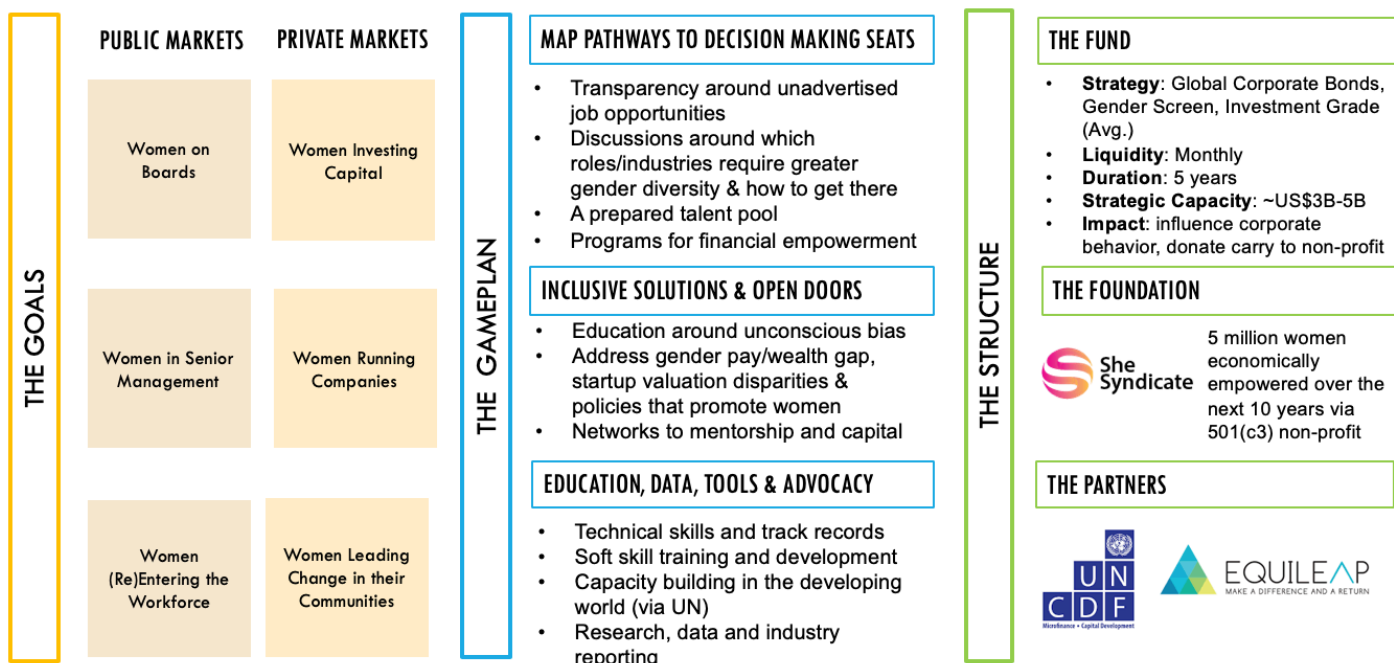
The Women's Economic Empowerment Bond Fund invests in liquid debt securities of best in class corporates with progressive gender policies and governance.

Artesian screens issuers to create a women's economic empowerment value (WEEV), investing in the top decile for each sector / industry. Companies are assessed on a range of criteria including gender equality policies, female workforce participation, positions within the firm's management structure and board representation. While employing a gender lens to filter the bond universe, Artesian provides investors an impact strategy without compromising on financial performance.

Subsequent to calculating WEEV scores and selecting the best in class issuers, Artesian assesses the appropriate duration, convexity, credit spread, yield and credit risk for the prevailing market conditions. Portfolio construction involves continuous assessment of "best in class" issuers and relative value opportunities.

KEY TERMS	DETAILS
SEED INVESTOR CAPITAL RAISE	US \$50M-100M
STRATEGY	<ul style="list-style-type: none"> <li>Global Corporate Bonds</li> <li>Gender Screen</li> <li>Investment Grade (Avg.)</li> </ul>
STRATEGY CAPACITY	~US\$3-5B
LIQUIDITY	Monthly
SEED INVESTOR MANAGEMENT FEE	1.00%
SEED INVESTOR PERFORMANCE FEE	10% over the benchmark
REPORTING	<ul style="list-style-type: none"> <li>Monthly NAV (Unaudited)</li> <li>Yearly Audited Financial Statements</li> </ul>
MINIMUM SUBSCRIPTION	US \$1M
TARGET LAUNCH DATE	Q2 2020
BASE CURRENCY	USD
TARGET DURATION	5Y
BENCHMARK INDEX	Bloomberg Barclays Aggregate

MARKET-RATE RETURNS + ECONOMIC EMPOWERMENT FOR WOMEN



CONTACTS



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