

CLUB ESTATE

THE BENEFITS OF GLOBAL DIVERSIFICATION
IN REAL ESTATE FOR INSTITUTIONAL
INVESTORS



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By diversifying not only across real estate sectors but also geographies, real estate investors can benefit from poor correlation among markets and reduce risk on a portfolio level.

This paper briefly introduces the global institutional real estate universe, touching on various market characteristics such as size, transparency, liquidity and dynamics, followed by an illustration of the correlation among real estate markets. A theoretical example of a Swiss real estate investor diversifying the portfolio through adding international indirect real estate shall underline the potential advantages of regional diversification to home-biased property investors.

Secondly, this paper presents a step-by-step guideline for constructing an international real estate portfolio. By doing so, it touches

on the key points that have to be considered when investing in global real estate.

>> REAL ESTATE ASSET AS A CLASS

Worldwide, real estate has established itself as a major asset class and has seen increasing amounts of capital being invested in it over the last decades. Main reason for institutional investors to allocate capital towards real estate is the diversification benefits for a multi-asset portfolio. By adding real estate, risk can substantially be reduced on a portfolio level due to its low correlation with bonds and stock markets. Other important reasons according to INREV's Investor Intention Survey 2021 are the stable income returns that are delivered by properties, the attractive risk-adjusted



returns compared to other asset types, enhanced returns and also the (partial) hedge against inflation that is provided by real estate investments.

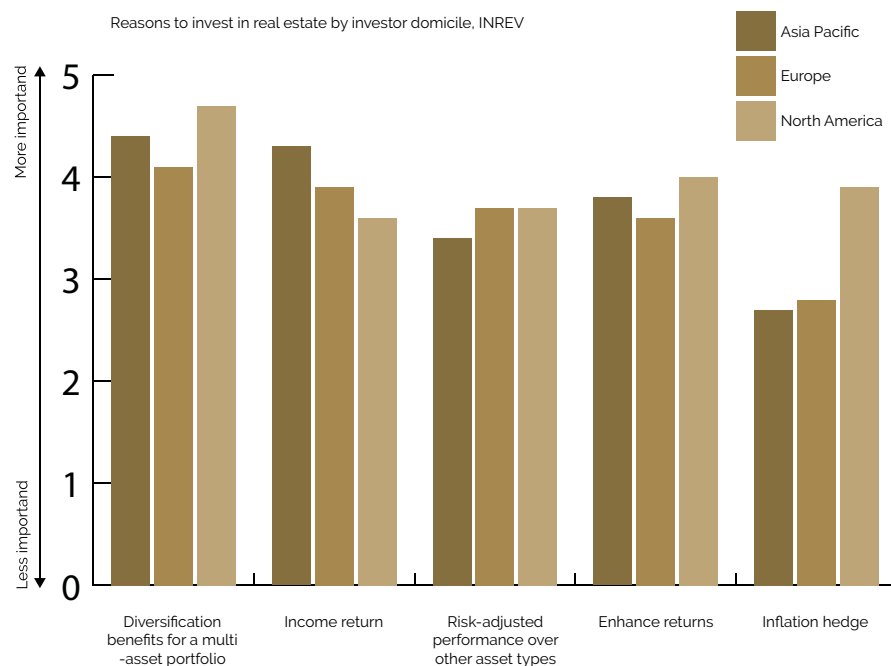


Figure 1 – Reasons to invest in real estate by investor domicile, INREV

-> **Figure 1** illustrates that even as there are differences across regions, all investors agree on the importance of the above high-lighted reasons to invest in property, markets and reduce risk on a portfolio level.

As investors target to diversify among various asset classes, they also aim for an optimal diversification within the real estate allocation. While investors have become sophisticated in the first, there is still room for improvement in the latter. Diversification within real estate initially commences with allocating capital over several buildings and tenants within a home market/sector combination. Additional diversification can be achieved by investing in different real estate sectors within the home market. However, the potential for diversification in this manner is somewhat limited, as real estate returns among different sectors but within the same country are often significantly correlated.

Further diversification enhancement can be realized by investing outside the national economy and spreading across global real estate markets. Despite the benefit or geographical diversification,



institutional investors globally hesitate to pursue investment outside their country and are highly home biased. As an example -> **Figure 2** shows that institutional Swiss investors also primarily invest in the Swiss real estate market, with a slight trend towards a higher international allocation in recent years. There are various reasons for this tendency to favor home markets. Most importantly, investors are better informed about their own market than foreign ones and hence feel more comfortable with making investment decisions there. Secondly, investors are also likely to be more comfortable by copying its peers, so called herding. As most investors suffer from home bias, this supports the effect. Another reason to stay in the home market is based on the fact that investors often try to meet domestic liability risks, such as inflation and interest rates. Domestic assets are consequently the natural hedge for these liabilities. As a consequence, it is often argued that hedging costs are the main reason to avoid global investments.

And finally, many investors are scared away by the high transaction costs in many markets due to regulations, taxes, commissions, etc. Nevertheless, despite those justified concerns, the following part will outline the benefits of investing outside one's home market and

illustrate why it is worthwhile doing. Even Swiss investors, for whom this home biased investment strategy has proven to be very attractive in regard to the risk/return profile over the past years, can benefit from global diversification as the supercycle in the Swiss real estate market cannot be expected to continue indefinitely.

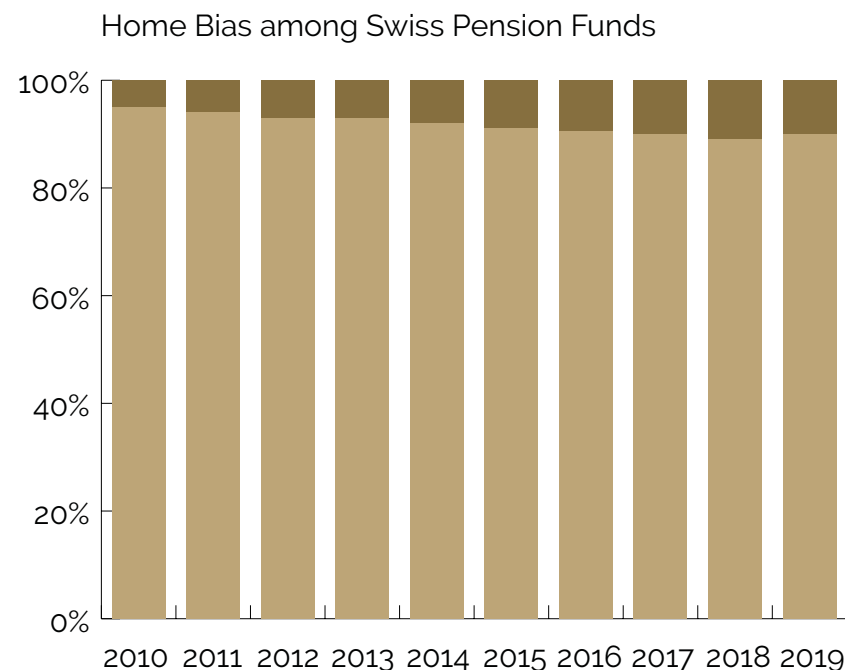


Figure 2 – Home bias of Swiss Pension Funds, BFS



>> GLOBAL REAL ESTATE ALLOCATION

Institutional real estate investors have become more professional and with them the global real estate sector. Consequently, today's markets offer increasing opportunities to investors to diversify. PWC (Real Estate 2020 – Building the future) forecasted in 2014 that institutional-grade real estate will expand by more than 55% from \$29.0 trillion in 2012 to \$45.3 trillion in 2020, and a further 52% to \$ 69.0 trillion in 2030. Moreover, the study estimated that roughly 20% of the institutional-grade real estate universe was being managed by institutional investors. As of 2019, MSCI estimates the size of the professionally managed global real estate to be \$9.6 trillion. In terms of distribution roughly 40% are located in North America, 33% in Europe and almost 27% in Asia-Pacific (-> **Figure 3**).

This underlines the fact that the APAC region is almost already equivalent to Europe and also North America in terms of size. The Swiss real estate market has a size of roughly \$266.3bn, which only represents 2.8% of the total professionally managed global real estate market.

-> **Figure 4** illustrates that across all regions, real estate portfolios exhibit significant home bias. This is especially true in Asia Pacific, with investors from the region reporting 87% of the investments allocated to the region. European investors are also strongly home biased. North American investors are also highly allocated to their home country but show the highest diversification across regions. The extent of regional diversification with the target portfolio depends on the specific investor beliefs or limiting conditions that apply to the allocation, and these can include aspects such as the level of corruption and transparency (Figure 6) in a country, as well as sustainability and liquidity (-> **Figure 5**).



Institutional Real Estate Universe

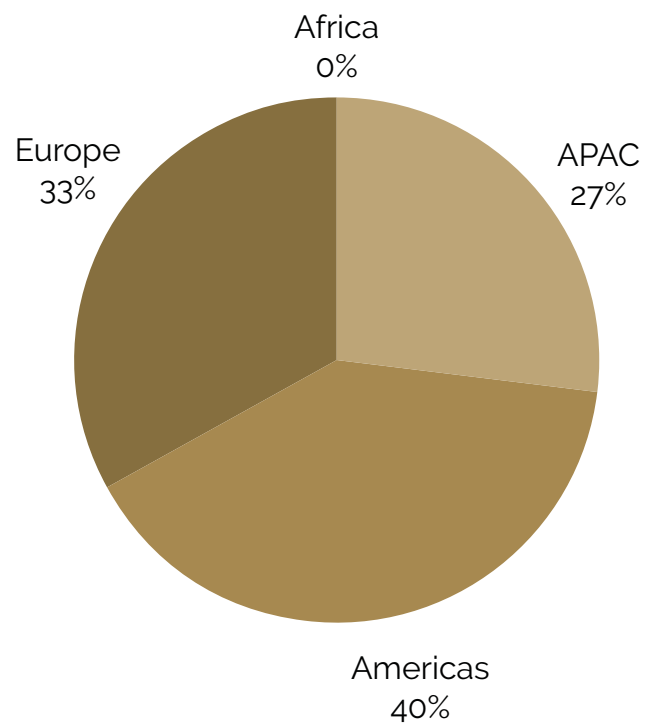


Figure 3 – Institutional Real Estate Universe, MSCI 2019

Allocation by region, INREV Intention Survey 2021

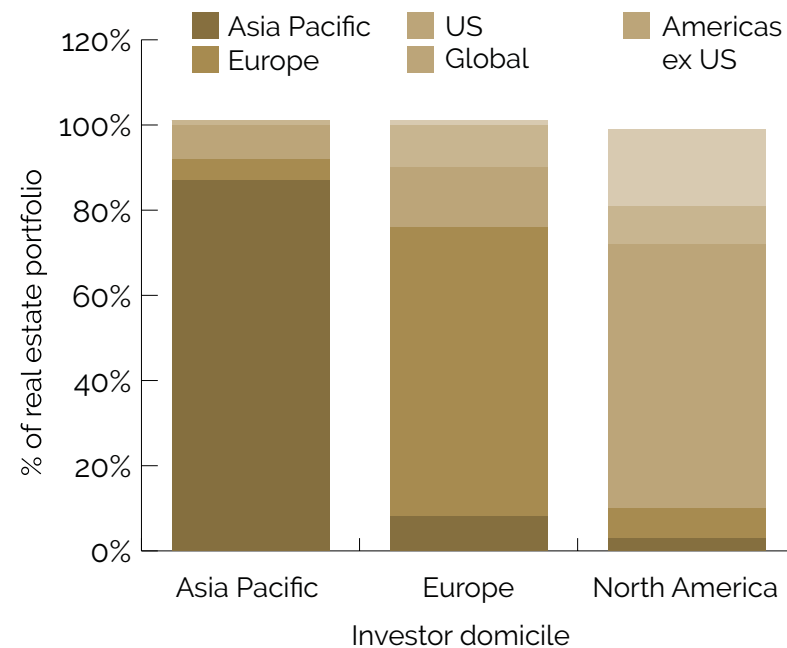


Figure 4 – Allocation by region, INREV Intention Survey 2021



Global Transaction Activity: Tally at Close of Q3

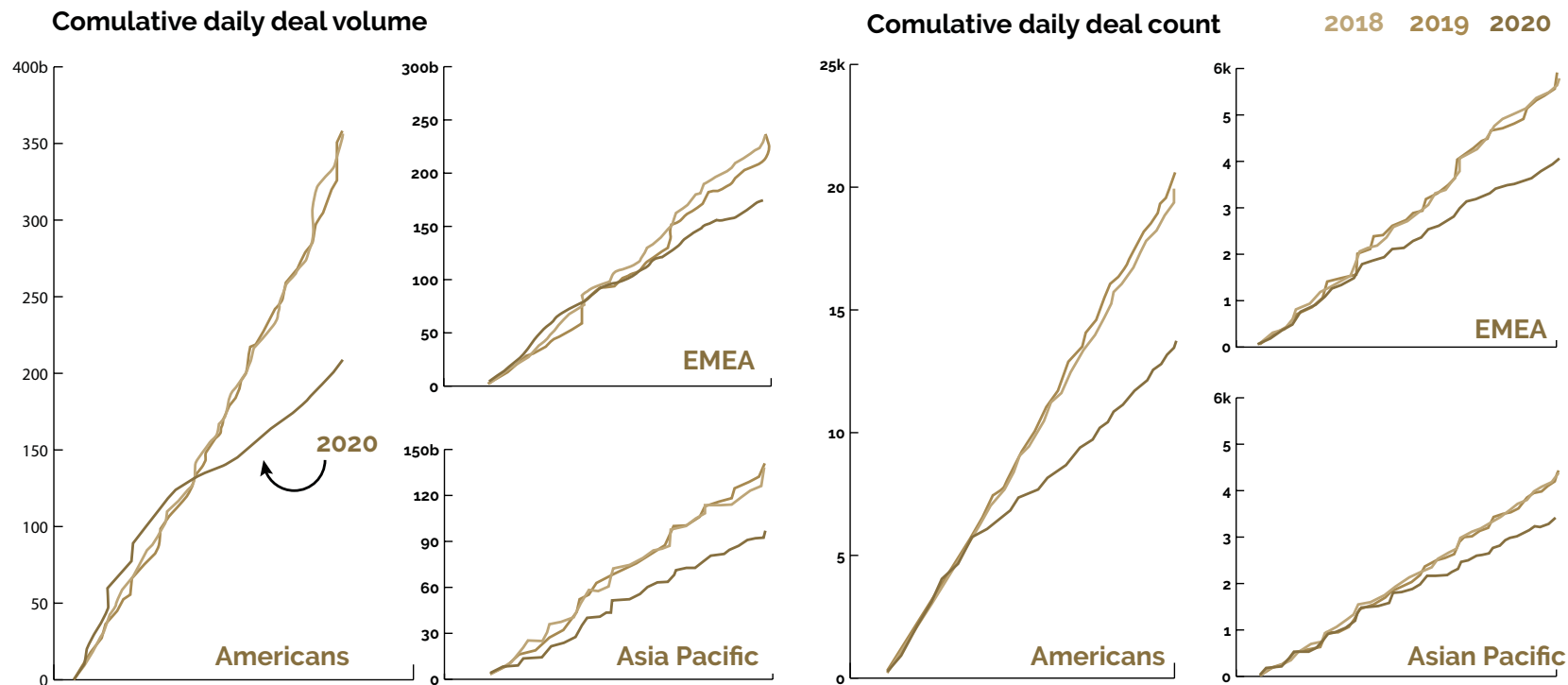


Figure 5 – Transaction Volume and Deal count across regions, RCA 2020

Data through day 274, September 30, 2020; deals \$10m and greater; all major property types ex. dev sites.

Charts corrected Nov. 9 for deal price floor capture and data refreshed.



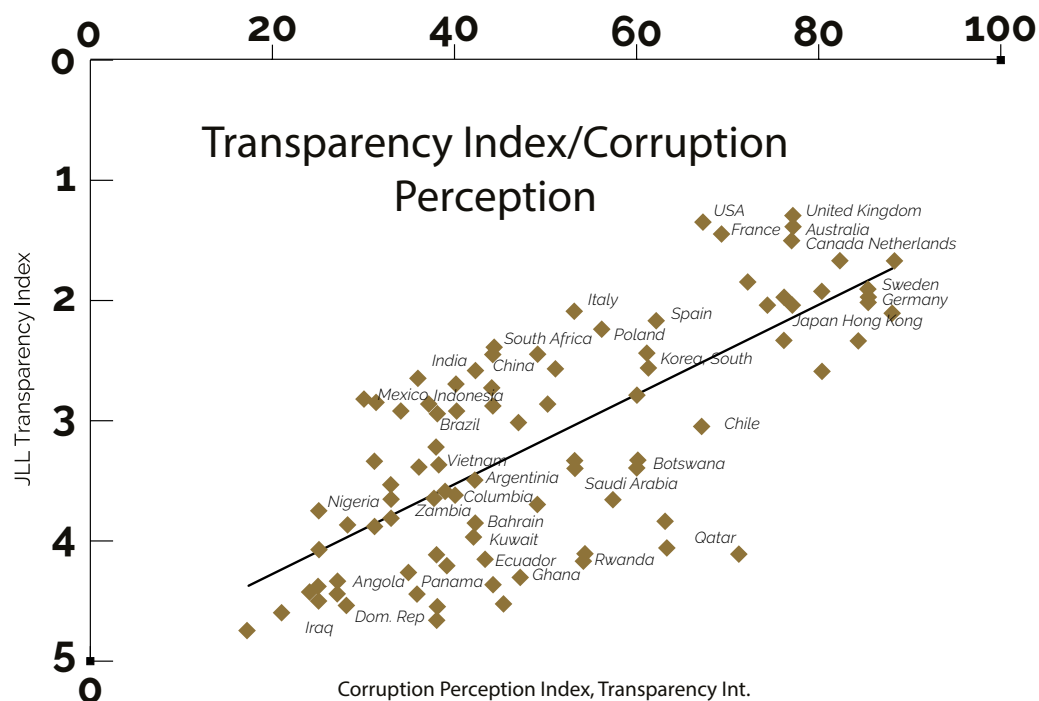


Figure 6 – Transparency & Corruption , JLL, Transparency Int. & Club Estate

Broadly speaking there are four ways to allocate capital to real estate, namely: private equity, public equity, private debt, public debt. As this paper primarily looks at equity markets, investors can allocate capital to the real estate private and public equity

market mainly through the following investment strategies. Firstly, real estate investments can be made directly, wholly owned or via co-investments (co-investment, club deal, joint venture). This approach offers a variety of advantages (-> **Figure 7**) such as high level of control on strategy, securing income via active asset management or specific market-sector plays. However, it also comes with disadvantages, some of which being capital intensive investments, difficult to diversify, object specific risks, low liquidity and high transaction costs. Co-investment solutions, in particular, represent a powerful tool for family offices and institutional investors to quickly adapt to challenging investment environments. Key advantages are the flexibility to react to a changing investment landscape and focus on investments in real estate growth areas. More importantly, capital can be instantly deployed in a targeted manner. A private alternative to direct investments can be found in non-listed real estate funds, co-investment funds or fund-of-funds. These investment vehicles offer among other advantages increased diversification, easier access to certain markets, access to best-in-class investment managers and an easier implementation. On the contrary, there may be a lack of alignment of interest with the manager, exit can be restricted, and product availability can be challenging. Lastly, listed REITs and equities offer a different



strategy to invest in real estate. Such public equity investments offer among others high liquidity (traded at stock market), great diversification, access to best-in-class investment managers, transparency

and reporting. On the downside, investing in listed real estate comes with short-term correlation with stock markets, higher volatility and thus limiting diversification benefits on a multi-asset level.

	Direct	Indirect non-listed		Indirect listed	
Strategy	Direct RE & Co-Investments	RE Funds	RE Co-Investment Fund	Multi Manager / FoF	Listed RE Funds/Equities
Advantages	<ul style="list-style-type: none"> >> Low correlation with equities >> Specific market-sector plays >> Inflation hedge >> Control on strategy >> Securing income via active asset management >> Local expertise >> Efficient allocation >> Low fix costs >> Knowledge transfer >> Alignment of interest 	<ul style="list-style-type: none"> >> Increased diversification over markets or sectors >> Potentially more liquidity than direct RE >> Access to single best-in-class manager >> Easier implementation than direct RE 	<ul style="list-style-type: none"> >> Increased diversification over markets/sectors/managers >> Access to growth markets >> Flexible and efficient allocation >> Potentially more liquidity than direct RE >> Access to multiple best-in-class managers >> Easier implementation than direct RE or diversified portfolio of RE funds >> High alignment of interest with different managers 	<ul style="list-style-type: none"> >> High diversification over markets/sectors/managers >> Potentially more liquidity than direct RE >> Access to multiple best-in-class manager >> Easier implementation than direct RE 	<ul style="list-style-type: none"> >> Liquidity (portfolio rebalancing) >> Increased portfolio diversification >> Access to single best-in-class manager >> Transparency and reporting >> Dividend yield >> Transaction / trading costs
Disadvantages	<ul style="list-style-type: none"> >> Object specific risk >> Capital intensive >> Resource intensive >> High entry barrier >> Limited liquidity >> High transaction costs >> Partner risk 	<ul style="list-style-type: none"> >> Alignment of interest with manager >> Liquidity (exit might be difficult) >> Availability of suitable product >> Increased risk (currency, regulation, leverage, etc.) 	<ul style="list-style-type: none"> >> Liquidity (exit might be difficult) >> Increased risk (currency, regulation, leverage, etc.) 	<ul style="list-style-type: none"> >> Alignment of interest with managers >> Liquidity (exit might be difficult) >> Availability of suitable product >> Increased risk (currency, regulation, leverage, etc.) >> Additional fee layer 	<ul style="list-style-type: none"> >> Alignment of interest with manager >> Volatility >> High short-term correlation with stock market >> Increased risk (currency, regulation, leverage, etc.)

<< **High** income, control, concentration risk, imanagement intensive, costs

Trade off

Diversification, volatility, liquidity, leverage divisibility, required capital buffers **High** >>



Figure 7 – Investment Strategies

A significant share of the non-domestic real estate allocation of institutions is invested via non-listed and listed real estate funds. Using the Global Real Estate Fund Index as a proxy for the total market size of non-listed funds and FTSE EPRA Nareit Global REITs Index as a proxy for all listed REITs, indicate that a large part of the real estate fund market is still focused on the US. More than 46% of the non-listed funds and 65% of the listed REITs are allocated to the US.

While investments in Europe represent 34.75% of non-listed funds and only 10.7% of listed REITs, it is the other way around for investments in APAC (16.75%, 20%).

Country Allocation (% of current GAV/GRE)(US\$ billion)

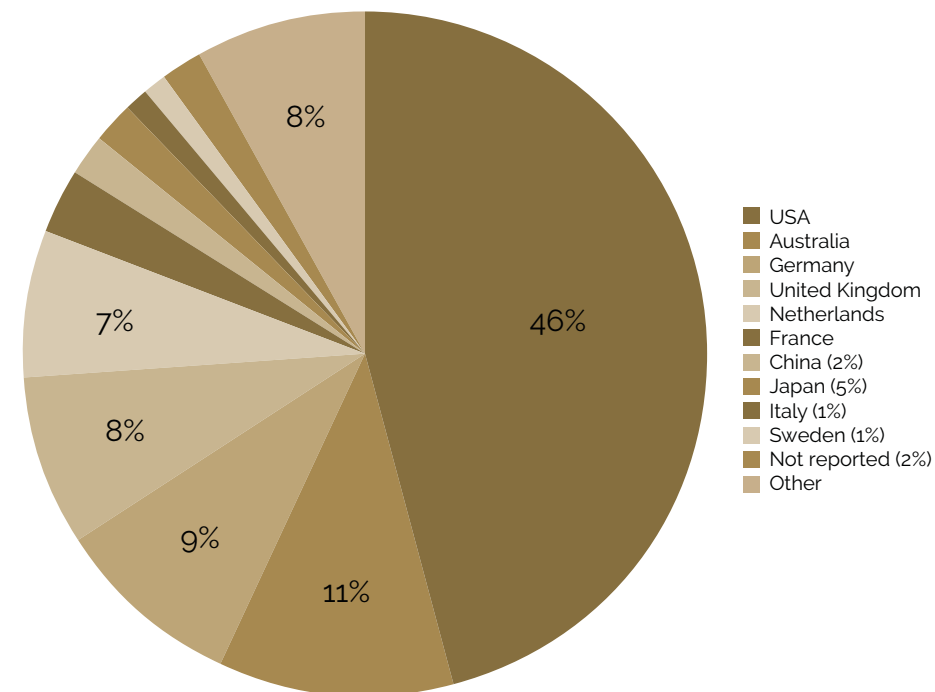


Figure 8 – Country Allocation GREFI



EPRA MARKET BREAKDOWN
FTSE EPRA Nareit Global Real Estate Index

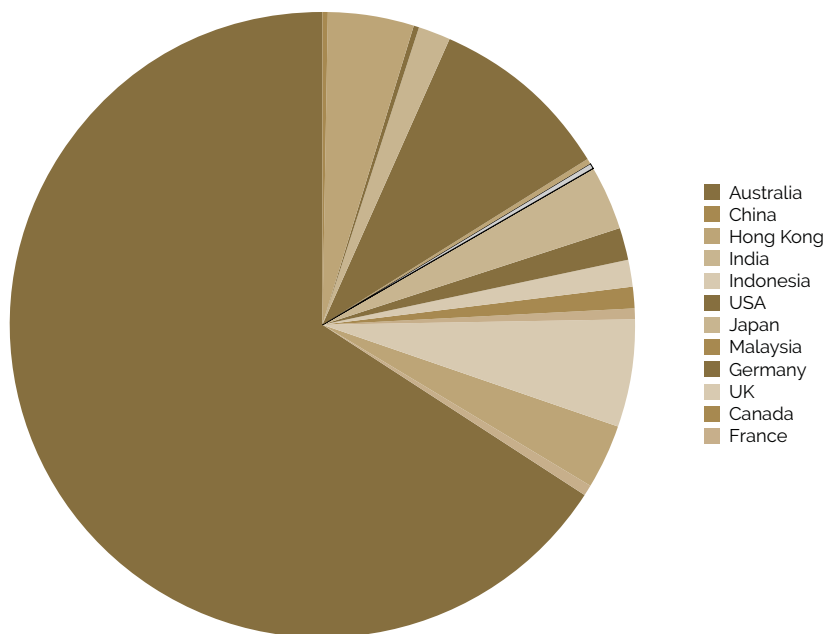


Figure 9 - Country Allocation EPRA

Based on the heterogenous market properties, such as size, economy fundamentals, transparency, global real estate investment markets possess different risk-return characteristics. Moreover,

performance is also significantly dependent on the liquidity and leverage, **Figure 10** exhibits the performances of non-listed real estate funds and listed REITs globally and for Switzerland.

Furthermore, -> **Figure 10** illustrates the impact of liquidity on the risk-return profile of real estate investments. Even though the underlying properties are generally valued at a similar frequency, the holding investment structure highly influences the risk-return-profile. While listed REITs have been the most volatile due to its tradability at the stock market, non-listed funds have shown less volatility due to its illiquid structure and NAV based valuation (even after de-smoothing).

Interestingly, Swiss listed funds (SWIIT) have shown more attractive returns and less volatility over the past 10 years compared to internationally listed indices (EPRA). A potential explanation could be the relatively high share of residential properties held by Swiss funds.



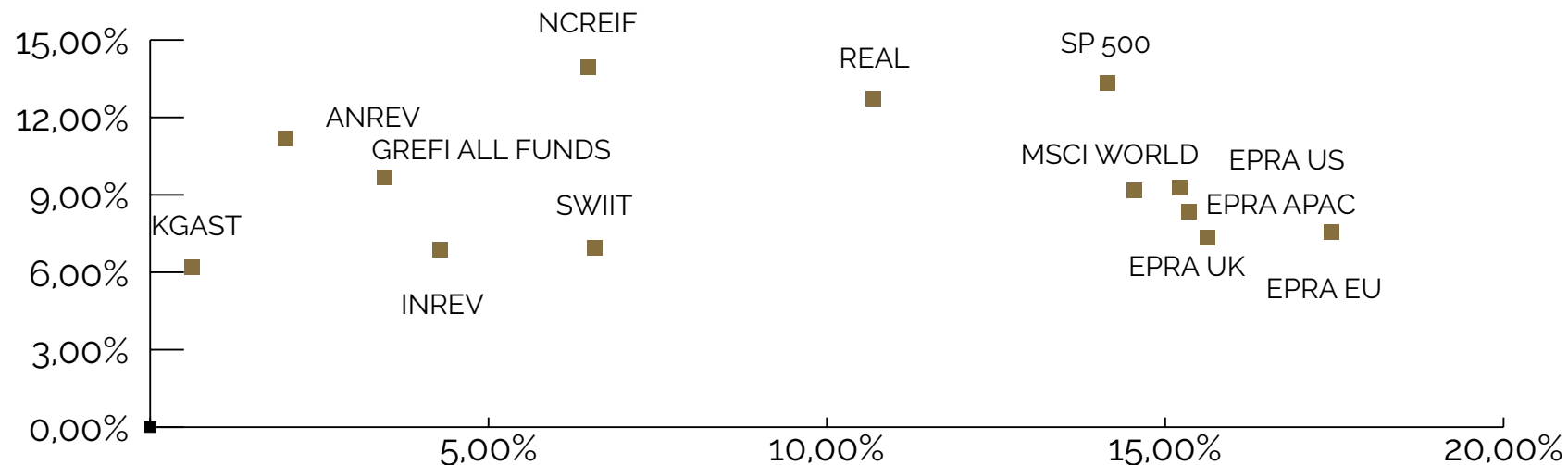


Figure 10 – Risk/Return, Quarterly Returns 2010-2019 in LC

In addition to diversification over different investment strategies (-> **Figure 7**), significant diversification can be achieved by investing in different geographical markets. Figure 11 illustrates the low correlation among geographies on a non-listed fund level. Listed REITs, on the other hand show higher correlation among geographies due to their mutual link to stock markets. Swiss institutional investors,

such as pension funds, hold a major share of their real allocation in direct and non-listed Swiss real estate markets. If we consider KGAST Index as a proxy for Swiss real estate investments,

Figure 11 and **Figure 12** underline the fact that direct Swiss real estate investments have a low correlation with other markets and thus global investments offer high diversification potential.



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CLUBESTATE AG Huobstrasse 10 | 8808 Pfäffikon | Switzerland

CONTACT 0041 55 214 18 10 | contact@clubestate.com | clubestate.com

	SWIIT	REAL	KGAST	ANREV	INREV	NCREIF	EPRA EU	EPRA UK	EPRA APAC	EPRA US
SWIIT	1.00									
REAL	0.72	1.00								
KGAST	-0.08	-0.23	1.00							
ANREV	0.02	-0.04	0.14	1.00						
INREV	-0.17	-0.09	-0.03	0.13	1.00					
NCREIF	-0.24	-0.02	-0.14	0.08	0.22	1.00				
EPRA EU	0.52	0.55	0.08	0.11	0.02	-0.03	1.00			
EPRA UK	0.33	0.31	0.14	0.21	0.09	0.01	0.77	1.00		
EPRA APAC	0.46	0.41	-0.11	0.07	0.04	0.04	0.55	0.36	1.00	
EPRA US	0.43	0.57	-0.03	0.03	0.03	0.06	0.68	0.53	0.52	1.00

Figure 11 –Correlation across Indices (Quarterly Returns 2010-19)

As mentioned earlier in this paper, Swiss investors have had a competitive risk/return performance compared to global investments due to the favorable developments in the Swiss market. The returns realized in the Swiss real estate markets have been exceptionally robust and the volatility of returns have been relatively low compared to other global real estate markets. Having said that, the follo-

wing exemplary illustration points out that the diversification theory also holds true for Swiss investor. By adding global real estate investments to a Swiss portfolio higher returns can be generated (-> **Figure 13**). Based on a portfolio composed solely of Swiss real estate investments, the addition of global non-listed and listed real estate will increase the average annual return delivered by the port-



folio. Initially, by adding global real estate investments the volatility can be reduced by even increasing portfolio returns. The diversification theory holds for real estate with a long-term investment horizon. In the short-term, however, there may be periods during which the addition of global real estate to a home biased portfolio is

less efficient (i.e. during a crisis). For the time period considered here an allocation of 30-55% to global real estate, would have been the most efficient real estate portfolio, in terms of the highest risk-adjusted return.

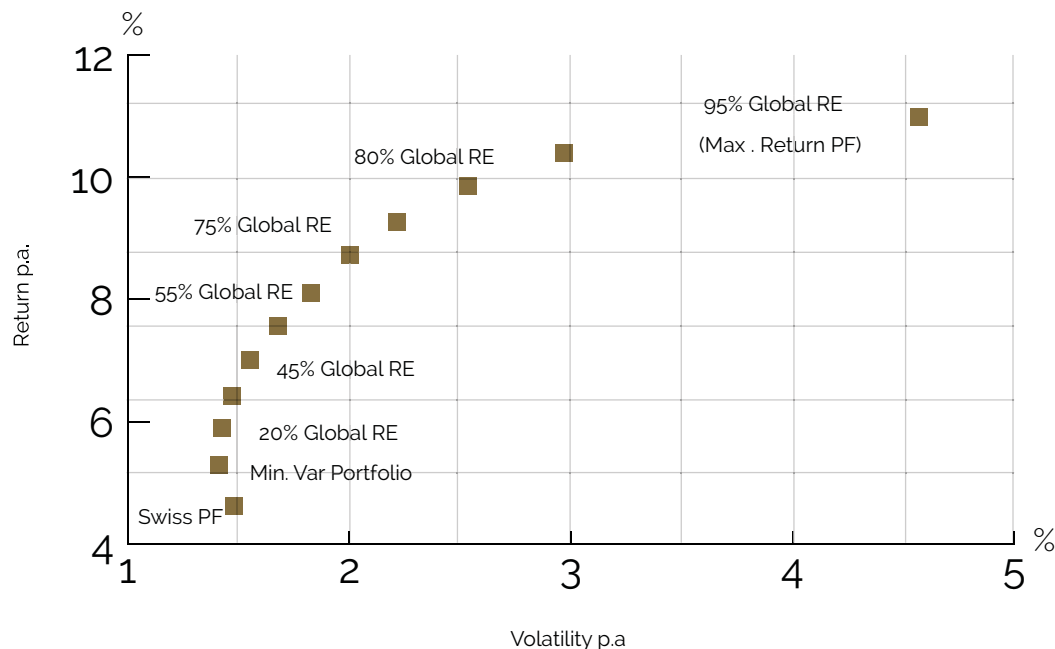


Figure 12 –Theoretical efficient frontier Swiss RE investors

Illustrative Portfolio characteristics:

* real estate portfolio composes of 25% listed & 75% non-listed real estate to allow for liquidity

** global real estate allocation composes of min. allocation of 20% to Europe, 20% to Asia and 30% to US in order to offer diversification across regions

*** time-period 2010-2019

**** de-smoothing of non-listed indices

(first order autocorrelation method by Geltner)

SWIIT = Swiss Real Estate Funds Index

REAL = Swiss Real Estate Shares Broad Index

KGAST = non-listed Swiss Real Estate Foundations Index

INREV = European Association for Investors in Non-Listed Real Estate Vehicles

ANREV = Asian Association for Investors in Non-Listed Real Estate Vehicles

NCREIF = National Council of Real Estate Investment Fiduciaries

EPRA = European Public Real Estate Association



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For illustration purposes the above calculations do not include currency risk. However, currency risks are certainly among the main reason why investors do not like to invest outside their home market/base currency.

Foreign exchange movements can have a substantial impact on the performance of global real estat investments (-> **Figure 13**). The foreign exchange risk can be broken down into three components: transaction, translation, and economic risk. Transaction risk arises as investment cash flows (purchase, sale, CapEx, rental income) are converted into another currency. Translation risk arises when foreign assets and liabilities are converted back to domestic currency or reporting currency (accounting impact).

Lastly, economic risk reflect the risk when the underlying performance is influenced by exchange rate movements (appreciation of exchange rate adversely impacts export firms and their demand for space). While economic risks cannot be mitigated, transaction and translation risks can be reduced through currency hedging.

Most used instruments are forwards, swaps, and options. Real estate investors normally also borrow in foreign capital markets to reduce their exposure and by diversifying globally across regions

a natural hedge can be created. Depending on investor's overall multi-asset-class portfolio many investors prefer to actively hedge their investments.

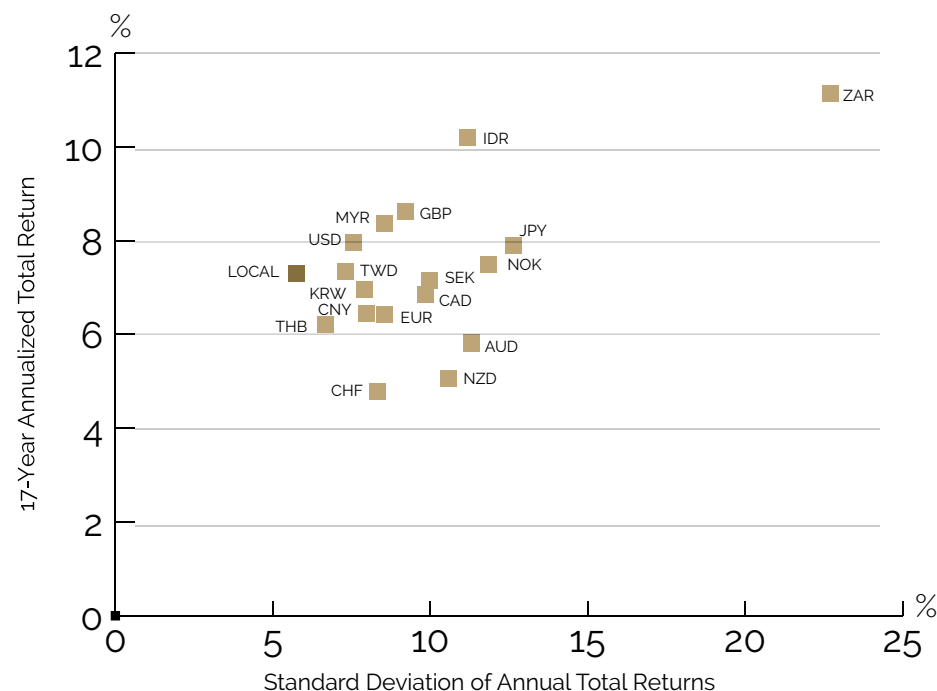


Figure 13 –MSCI Global Annual Property Index, 2001-17

Key: **AUD**: Australian dollar, **CAD**: Canadian dollar, **CHF**: Swiss franc, **CNY**: Chinese yuan, **EUR**: Euro, **GBP**: British pound, **IDR**: Indonesian rupiah, **JPY**: Japanese yen, **KRW**: Korean won, **MYR**: Malaysian ringgit, **NOK**: Norwegian krone, **NZD**: New Zealand dollar, **SEK**: Swedish krona, **THB**: Thai bat, **TWD**: Taiwan new dollar, **USD**: US dollar, **ZAR**: South African rand



>> CONSTRUCTION GUIDE TO A GLOBAL REAL ESTATE PORTFOLIO

As global real estate investor it requires a clear definition of the allocation objectives. In order to invest efficiently and benefit fully from diversification, it is essential to understand the various

investment strategies and the underlying characteristics of the different real estate markets and sectors. By following certain steps, it becomes possible to align these market characteristics with the prior-defined allocation objectives and thus construct an optimum target portfolio. The approach can be summarized in the following steps:

1. Evaluation of the existing portfolio

Regional Allocation	Sector Allocation	Style Allocation	Investment Strategy Allocation
<ul style="list-style-type: none"> >> Europe >> North America >> Asia Pacific >> Germany >> Netherlands >> United Kingdom >> New York >> Denver >> San Francisco >> Melbourne >> Singapore >> Tokyo >> etc. 	<ul style="list-style-type: none"> >> Residential >> Office >> Logistics >> Hotels >> Retail >> Industrial >> Health Care >> etc. 	<ul style="list-style-type: none"> >> Core >> Core+ >> alue-add >> Opportunistic >> Development >> Distressed >> etc. 	<ul style="list-style-type: none"> >> Direct >> non-listed funds >> listed funds >> fund of funds >> private debt >> etc.

Figure 14 –Existing Portfolio Assessment



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First of all, the existing real estate portfolio must be assessed in regard to different perspectives.

>> Regional allocation

(across continents, regions, countries, cities, etc.)

>> Sector allocation

(across residential, office, logistics, retail, etc.)

>> Style allocation

(across core, core+, value-add, opportunistic, development)

>> Investment strategy allocation

(across direct or indirect, listed or non-listed, equity or debt)

2. Allocation objectives & market characteristics

Secondly, investors must outline investment objectives and requirements in detail as well as the characteristics of the various real estate markets. Typical investment objectives and requirements may relate to returns, liquidity, transparency, inflation hedge, diversification, etc. Market characteristics may include size, liquidity, transparency, availability, performance, risk, etc. After mapping out all crucial aspects, a target portfolio can be determined by comparing and aligning the objectives and requirements with the

market characteristics. By comparing the target portfolio with the, in the prior step evaluated, existing portfolio, potential gaps in the allocation can be revealed.

3. Transition towards target portfolio

After identifying the gaps between the existing portfolio and the optimal target portfolio, a realistic plan must be worked out to transit towards the target portfolio. Thereby, it is essential to list all necessary costs (acquisition, disposition, valuation changes, etc.) within the transition period and pay special attention to the timing of new investments.

4. Monitoring

Investors must periodically analyze their current portfolio, its gaps to the target portfolio and even the predefined allocation (regions, sectors, styles, strategies). Adjustment might be needed due to changing market conditions or other circumstances.



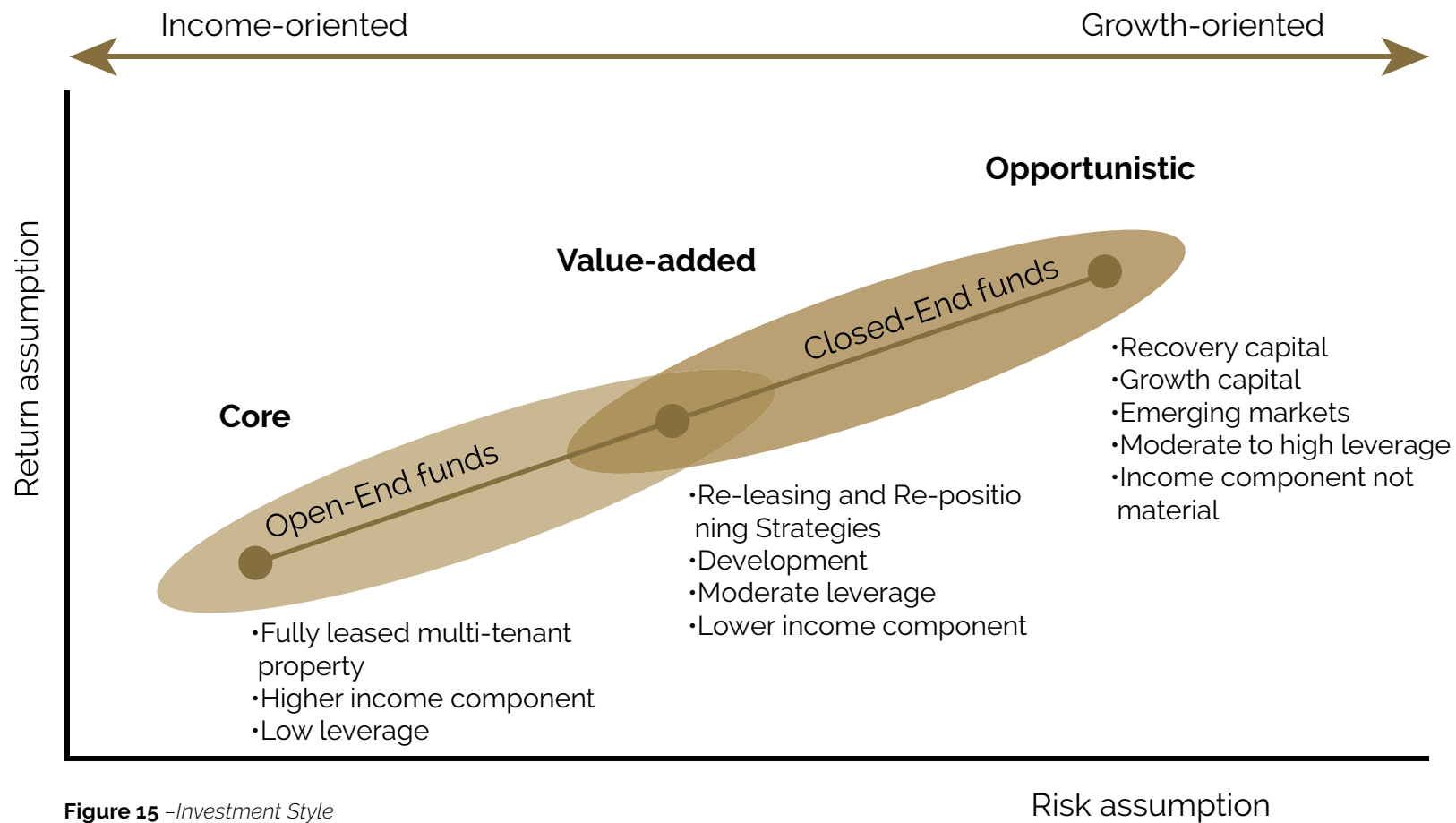


Figure 15 - Investment Style



>> CLUB ESTATE OUTLOOK 2021

After a challenging 2020 marked by the most severe pandemic outbreak since the Spanish flu in the early 1900s, the distribution of various vaccines brings new hope for 2021. After a big contraction of global GDP in 2020, global GDP growth in 2021 is expected to be the fastest in many years, and will help the world economy to catch up to pre-crisis levels. Many governments of developed countries have taken a "whatever it takes" approach to supporting their local economies and its people.

A series of support packages have been announced, interest rates lowered and quantitative easing programs initiated. Those fiscal and monetary interventions have supported economies and real estate occupier markets and cushioned further negative consequences for the moment. While travel restrictions and broader economic uncertainty led to a fall in transaction volumes of 25-30% in 2020, the continuing low interest rate level and the returning optimism among investors will support real estate investment in 2021.

Despite all fiscal and monetary interventions that ease the shock, there are still certain structural shifts that have been created or even accelerated by Covid-19 and cause uncertainty in the respective sectors and markets. While office buildings remain the largest sector and still core investment of choice for many investors in 2021, we believe the emphasis will be placed on lower-risk assets with stable income, strong tenants and prime locations in order to adjust for high uncertainty caused by WFH ("Working from home"). More attractive global investment themes for 2021, however, can be found outside the office market. There are several promising thematic, cyclical and growth themes that are identified for investors and the following three are considered to be the most defining ones by Club Estate.

Logistics, logistics, logistics! Investor appetite has only increased with the pandemic crisis given the urgent needs of supply chains and the continuing rise of e-commerce. Industrial and logistics market performance is straining supply as a result of the influx of capital looking to invest in this sector, which is driving prices continuously upwards. Fundamentals are especially promising in Germany, the Netherlands, United Kingdom (Europe), Australia and South Korea (APAC).



Logistic Units

Region	Rental Growth (Q/Q)	Rental Growth (Y/Y)	Rental Growth Outlook	Prime yield (current)	Prime yield (change (Q/Q))	Prime yield (change (Y/Y))	Prime yield (outlook)
Europe overall	0.8%	1.9%	↗	5.05%	-19%	-37%	↘
Europe Exc. UK	0.5%	1.3%	↗	4.21%	-15%	-34%	↘
United Kingdom	1.4%	3.5%	↗	4.77%	-18%	-18%	↘
France	1.9%	2.6%	↗	3.77%	-13%	-32%	↘
Germany	0.5%	4.7%	↗	3.46%	-20%	-44%	↘
Benelux	0.4%	3.5%	↗	4.82%	-53%	-73%	↘
Nordics	0.6%	1.3%	↗	4.43%	-20%	-58%	↘
Semi-core	0.3%	0.6%	↗	4.98%	-7%	-26%	↘
CEE	0.8%	1.2%	→	6.23%	-15%	-17%	↘
Rest of Europe	0.4%	-2.1%	→	7.38%	0%	-30%	→

Figure 16 –European Logistics Market, C&W

As uncertainty continues to lurk in the market, investors will keep allocating funds towards residential buildings. This sector has been proven to be crisis resilient compared to other sectors. Throughout

the pandemic residential rent collections have held at or just below historic norms. We expect that in the short-term, the rebalancing of multifamily demand towards suburban and some secondary urban



locations will slow in 2021 as countries better manage public health risks and vaccination programs proceed. In the long-term, however, city life has lost little of its appeal and demand should return to pre-Covid levels. It will take some time for take-up levels to reverse the downward pressure on rental levels. The lack of rental growth and the sensitivity of occupancy to rental levels over the next 48 months will offer certain attractive opportunities for investors. Major regional market that should be considered are the UK, Sunbelt Cities in the US, Germany, the Netherlands and Japan.

Lastly, there will be an increased number of opportunities for mezzanine bridge lending across asset classes, mainly in the USA and UK due to restrictive bank lending. Short term financing solutions, such as bridge loans, are an attractive option for investment managers in the current market environment because of the ability to close efficiently. Traditional lenders with strict lending criteria may not be able to structure the necessary financing nor be responsive enough to perform in a time-constrained manner for a borrower that needs to capitalize on a fast moving opportunity that pop up in the current situation.

>> AUTHORS & CONTACTS

Nicolas Voëlin, MSc

Director

nicolas.voelin@clubestate.com

Zoltan Szelyes, MSc

Advisory Board

>> CLUB ESTATE

Club Estate is a technology-enabled private markets firm, offering professional investors a digital one-stop-shop for acquiring, managing and disposing of commercial properties. We believe that exclusive deal flow from best-in-class external investment managers, a rigorous vetting process and a seamless digital investment platform are key factors for successful direct real estate investments. Club Estate adds value by simplifying the investment process from origination to exit. Our investors benefit from cost-efficient direct deal access, increased investment transparency and high-quality asset monitoring. The company was founded in 2018 and is based in Pfäffikon, Switzerland



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CLUBESTATE AG Huobstrasse 10 | 8808 Pfäffikon | Switzerland

CONTACT 0041 55 214 18 10 | contact@clubestate.com | clubestate.com

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CONTACT

Club Estate AG

contact@clubestate.com
clubestate.com, clubestate.ch

PHONE +41 (0)55 · 214 18 10
MOBILE +41 (0)79 · 176 90 33

OFFICE

Club Estate AG
Huobstrasse 10
8808 Pfäffikon

CLUBESTATE AG
Huobstrasse 10
8808 Pfäffikon
Switzerland

CONTACT
0041 55 214 18 10
contact@clubestate.com
clubestate.com

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