

## mEyePortfolio™

*Enhance your returns while diminishing your portfolio risks*



### Key benefits for clients:

- Revolutionizes portfolio analytics with a new dynamic patented portfolio based on a behavioral analytical model
- Optimizes risk/return characteristics of portfolios as well as gauges the portfolio and positions' return performance expectations around benchmark return experience
- Enhances managers' decision making by providing a powerful tool in determining the best timing to enter or exit and/or re-weight the stock investment.
- Enables managers to **assess the return and risk information** across different investment period horizons on the same page for individual positions and the overall portfolio.
- Web-based Interface is simple to use focusing on "return volatility" and not just "price volatility".

### Challenge - Navigate through volatile and complex markets

Today, the turmoil in capital markets, where leverage is no longer an easy option to drive returns on equity combined with changes in the regulatory environment over the past several years, have sparked significant challenges in the design of an optimal investment portfolio. Portfolio managers are faced with identifying new ways to propel their returns on equity while assessing risks and determining revenue opportunities in an uncertain operating environment with tools, which are unsuited to embed effective risk management and new regulatory reforms. It is no wonder that portfolio advisors are still scrambling to adjust to the realities of what is becoming "the new norms".

Re-examining portfolio management practices and tools are being recognized as keys to addressing the increasing volatility that arise out of a rapidly changing market environment and the complexity growing from the wealth management industry. Portfolio managers need to integrate into their business process a flexible technology architecture which focuses on "return volatility" and not just "price volatility". To this end, managers would need a portfolio-monitor tool that gives them real time analysis of the portfolio with historical return performance of individual stocks and the investment portfolio.

### mEyePortfolio™ enhances your chances to improve portfolio return performance and diminishes your risks

mEyePortfolio™ revolutionizes portfolio analytics and decision making tools with a new dynamic patented portfolio analysis based on a behavioral analytical model. It delivers new measures to investors and portfolio managers by enabling them to access real time insights into potential portfolio risk and return performance from a number of different absolute and benchmark relative perspectives and views. Further, new measures and views are provided instantaneously when positions are added, deleted or reweighted to successfully cover a broad array of functions.

mEyePortfolio™, a comprehensive system with business intelligence solution, allows you to pick new investments or maintain existing ones to successfully evaluate your return performance for

different holding periods over the last 5 years. You can determine the benchmark and the historical period for your comparison analysis.

WeightedPortfolio: As of 2011-10-19 From 2006-10-23			
Portfolio Weighted	3 Month	6 Month	1 Year
Mean	2.429%	5.443%	9.901%
Median	4.422%	9.066%	16.687%
Stdev	11.699%	18.232%	26.234%
5.00%	15.947%	28.007%	46.599%
95%	-18.746%	-33.66%	-39.158%
Max	36.68%	48.979%	66.796%
Min	-52.329%	-52.562%	-53.369%

**Portfolio Return Potential**

## Features

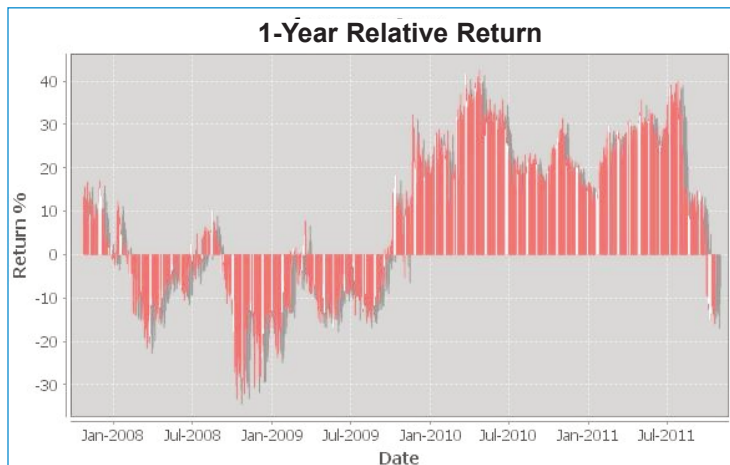
mEyePortfolio™ differs from any other analytical tool in the market as it provides managers with the ability to assess the return and risk information across different investment period horizons on the same page for individual positions and the overall portfolio. With this information at hand, investors can instantaneously determine the performance potential impact of new actual or theoretical investment actions. These new insights on both upside and downside investment return potential, empowers managers with a better understanding of their risk tolerance and appetite. Further, mEyePortfolio™’s charts are designed to give new visuals to “time the market” and to enhance decision making in determining the best timing to enter and exit or re-weight the stock investment.

Another distinction is that mEyePortfolio™ uses LOG (Natural Logarithm) return measures to equalize returns when the money gains and losses are of the same magnitude. Further, the web-based application allows managers to easily import data from external sources into mEyePortfolio™. This flexibility of connecting to outside data providers and technology systems while reflecting this “real life behavior possibility” provide the business agility required for a timely go-to-“enter or exit decision making”.

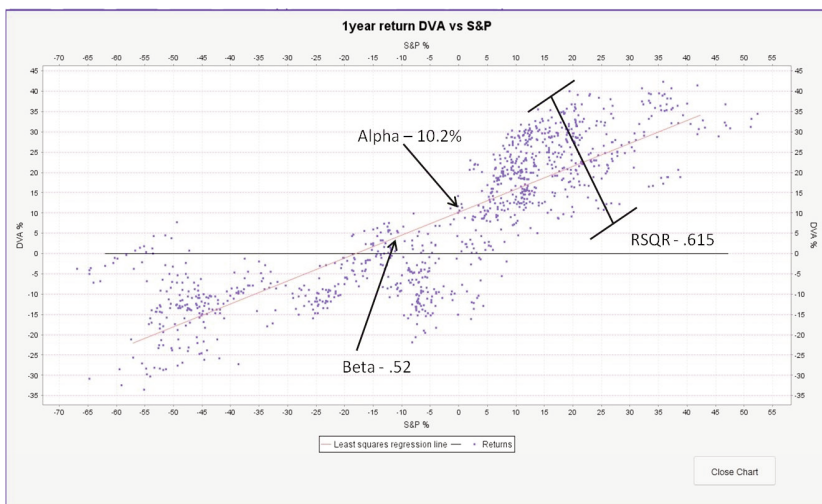
The Measures on positions and the portfolio are:

- ◆ Return Statistics and distributions on individual positions and the portfolio in absolute terms over multiple holding periods. Return measure graphics are histogram and chronological views.
- ◆ Returns relative to benchmarks and related statistics on individual positions and the portfolio include betas, alphas, correlations and R-Squared. Outperformance and underperformance frequencies, traditional fund ratios, and a chronological graphic of relative performance magnitude.

mEyePortfolio™ can be configured as an integrated part of AxiomSL’s RiskMonitor®, where it quickly, intuitively and securely operates within each client’s policy and operational requirements, from data gap/error resolution to method hierarchies to results/alerts routing, plus fail/restore procedures. ■



Positions vs S&P 500



Scatter Chart of 1 Year Returns