



# OpenPrime<sup>SM</sup>

**The innovative technology solution for managing your hedge fund business**



# The innovative technology solution for managing your hedge fund business

**OpenPrime<sup>SM</sup> affords you the technology and versatility needed to direct your hedge fund portfolio. Designed to meet the needs of funds of every size, OpenPrime is the powerful, flexible and accessible solution for portfolio and order management.**

## I. Powerful

OpenPrime is an open architecture solution that provides secure end-to-end capabilities, including trade routing, order and portfolio management and accounting. OpenPrime manages positions across all regions, markets, asset classes and currencies. Using this solution allows you to:

- ▶ Stay competitive with a comprehensive view across legal vehicles, sectors and counterparties, with immediate updates of every trade and price change
- ▶ View multiple strategies and positions covering a complete spectrum of asset classes from equities, derivatives, swaps, fixed income, foreign exchange to OTC structured products
- ▶ Capture details of each position with rich trade entry screens and “slice and dice” your portfolio to understand P&L drivers, exposures, etc. with real-time pricing
- ▶ Meet regulatory and investor expectations for operational robustness

## II. Flexible

OpenPrime offers multiple features and rich functionality that enable you to choose the solutions that are optimal for your organization:

- ▶ Connect directly to multiple executing brokers or execution systems

- ▶ Manage multiple prime broker relationships with individual reconciliations, while interacting daily with your fund administrator
- ▶ Various options to meet the unique needs of a wide spectrum of managers based on size, location, and strategy

## II. Accessible

OpenPrime is provided in a neutral and secure operating environment through Citi's Global Transaction Services. Easily accessible via an Internet connection, OpenPrime relieves you of the need to further invest in technology and support staff to manage an operating system. The technology is completely managed by Citi and provides you with the confidence of knowing that disaster recovery procedures are in place to protect your data.

In addition, there is proactive delivery and monitoring of the platform by dedicated Citi staff and we manage any software upgrades to the system, providing your staff any training that they may need. Allow Citi to maintain the technological infrastructure for your business:

- ▶ Complete independence from your Prime Brokers and Executing brokers
- ▶ Access to your entire portfolio with just a computer and Internet connection so you stay informed across multiple office locations and have access on the road
- ▶ Reduced operating costs as you minimize complexity and reallocate resources to your primary objective - investing and capital raising
- ▶ A truly global OpenPrime team, with local staff in North America, Europe and Asia to take your fund live and provide you with the ongoing support you need

# OpenPrime – one platform, four powerful capabilities: Portfolio Management, Portfolio Analytics and Reporting, Trade Routing and Portfolio Accounting

- ▶ **View** trades and manage FIX connections.
- ▶ **Interact** effectively with multiple prime brokers and your fund administrators.

**Fix Routing to DMA, DSA destinations** ▼ **Trade Routing**

**Server**

- Online (2)
- DES
- LAVA\_DE
- Offline (0)

Fund	Book	Strategy	Prime Broker	Agent Account	Commission
FUND1	BOOK1-1	NONE-NONE	CITI	CITI TEST	Hard Commission

**Memo Intended Allocations**

*Pre/Post-Trade Allocations*

- ▶ **Analyze** portfolios across different dimensions; by fund, by book and by strategy.
- ▶ **View** real-time actual P&L (not just flash) and risk exposures by strategy, position or legal vehicles.

**Dynamic Portfolio slicing:**  
– Using 200+ fields  
– By book, strategy, position

▼ **Real-Time Portfolio Analytics**

**YTD Unrisk P&L**

Strategy	Underlying RIC Identifier	Instrument Class	Security Name	Position Qty (Net)	YTD Unrisk P&L (Base)	YTD Risk P&L	ITD Total P&L
ABC1					(136,721.98)		
ABC1	US DESK				(2,945,452)	(40,926,314)	(391,285,817)
ABC1	STRATEGY1	CHF Cdnry	Cdnry Share	1,000	(24,488)	(6,205,777)	(6,230,265)

**TDY Unrisk P&L**

Security Name	Sector	Position Qty (Net)	Price	Beta Adjusted C	TDY Unrisk P&L	TDY Risk P&L	ITD Total P&L
ABC1					(2.84)	0.00	56.50
ABC2							
ABC2	EUROPEAN DESK						
ABC2	US	1,000	14.0912	2.5			
ABC2	HERCULES (NYSE)	10	14.0912	1.24			
ABC2	GENERAL ELECTRIC Overvalued Industrial	50	14.7388	1.73			
ABC2	STRATEGY1	(870)	27.9381	1,369.20	7.50	0.00	489.20
ABC2	AFC INC (NYSE)	1,000	48.6400	1,369.20	7.50	0.00	489.20
ABC2	US	1,000	1.0000	0.00			
ABC2	EASTMAN KODAK (Photography	4,750	9.4024	(3,298.62)	(8.00)	0.00	1,643.00
ABC2	US	1,000	1.0000	0.00			
ABC2	STRATEGY1	1,000	1.0000	0.00			

*D = indicates price delayed by at least 15 minutes*

**Real-Time Profit and Loss**

- ▶ **Invest** in an extensive range of asset classes across different currencies.
- ▶ **Manage** your consolidated book of business across time – access to historical positions.

## Rich Trade Capture

Multi-Asset

Interest Rate Swaps

Multi-Currency

- ▶ **View** flexible and configurable reports.
- ▶ **Manage** accounting with a general ledger and engines for tax lot and trading ledger – access to intra-day P&L.

## Reporting

Differentiated Profit & Loss Reports at your fingertips

# Talk to Citi about OpenPrime<sup>SM</sup>:

OpenPrime is offered to hedge funds through Citi's Global Transaction Services, a leading provider of services to investment professionals worldwide, including managers of hedge funds, mutual funds, closed end funds and separately managed accounts.

OpenPrime is a direct window to Citi's fully integrated Hedge Fund Services including:

- ▶ Middle Office
- ▶ Fund Administration
- ▶ Prime Brokerage
- ▶ Cash
- ▶ Custody
- ▶ Securities Lending

For both new launches and existing funds, the challenges are multiple and complex – requiring ongoing and simultaneous attention to everything from fine-tuning your investment strategy and staying on top of market trends to maintaining a smooth running business on a day-to-day basis. Citi's single goal as your partner is to integrate value-added products and services that meet and surpass your needs.

For more information about OpenPrime services, please contact your Citi representative or call us:

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