



# GOTTSCHALG ANALYTICS

Private Markets.Performance.Intelligence—

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**Edi Truell's Long Term Assets backs launch of industry veteran's new innovative research platform  
Gottschalg Analytics**

An experienced team of Private Markets analytics specialists supporting the industry renowned work of Professor Oliver Gottschalg of HEC Paris is delighted to announce the launch of **Gottschalg Analytics** as an independent second-generation provider of performance intelligence services for the Private Markets.

Over the past 15 years, Professor Gottschalg's innovative methods have been deployed to support a vast number of fundraise programmes and key investment decision making exercises for 33 out of 100 of the largest buyout fund managers in the world. Independent data shows that fund managers who work with **Gottschalg Analytics** go on to outperform the general universe of managers in the market for both investment returns and fundraising success.

**Gottschalg Analytics** constitutes the next chapter of his highly valuable analytical tool kit, providing advanced and insightful services to fund managers and fund investors alike. These strategic insights and guidance are based on a comprehensive set of standardised, quantitative KPIs. They are generated at the deal, fund and portfolio levels to capture key attributes of returns, risk, and strategy through a series of proprietary and innovative algorithms.

Fund managers leverage the power of **Gottschalg Analytics** to boost fundraising effectiveness and efficiency, demonstrating key differentiation, competitive positioning and risk-mitigation capabilities to further enhance ongoing investor communication activities. Asset owners use **Gottschalg Analytics** in their daily operations to unearth unique perspectives. This includes portfolio dynamics for both risk and return as well as applications for portfolio design, investment decision support and optimising overall performance.

**Professor Gottschalg's** algorithms form the basis for the well-regarded HEC Paris-Dow-Jones Private Equity Rankings, which list the best performing private equity fund managers according to fund type. This table has been published on an annual basis since 2009, while other elements of his calculations have been incorporated over the years by the likes of Bloomberg, Preqin, eFront and the ILPA among others.

As part of this development, Edi Truell's **Long Term Assets** has taken a controlling equity position in **Gottschalg Analytics** and provides significant supporting working capital to enable the accelerated development of the business as an independent and conflict-free authority for private market track record analytics.

**Gottschalg Analytics** allows **Long Term Assets** to benefit from its state-of-the-art analytical capabilities for the assessment of Private Market assets from pension plans seeking to join the **Long Term Assets** platform. This development empowers its manager selection ability for future investments across the Private Markets landscape.

**Gottschalg Analytics** provides its suite of advanced analytics to 3<sup>rd</sup> party Private Market fund managers and investors that will see the continuation of Prof. Gottschalg's activities in the market over the past 15 years.

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**For more information, please contact:**

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**Notes to the Editor:**

**Gottschalg Analytics**

Gottschalg Analytics is the independent second-generation provider of track record certification services for Private Market investments and provides insights into key attributes of returns, risk, and strategy based on proprietary and innovative benchmarking algorithms. Private Market fund managers leverage the power of Gottschalg Analytics to boost fundraising effectiveness and efficiency. Asset owners rely on our metrics for portfolio design and investment decision support.

**Long Term Assets**

Long Term Assets is tailored for long-term investors seeking a London-listed private markets solution and is highly innovative particularly in the anticipated post launch NAV growth where it expects to see a series of large and ongoing flow of money from pension funds which have expressed huge interest already. Designed by industry experts in private markets and pensions, the fund aims to provide resilient capital appreciation, long-term income, and a high level of inflation protection.