

# Veracen Announces Global Collaboration Agreement With Linedata And Launch Of End-To-End Financial Technology Platform For Institutional Investors

-- Platform Designed to Lower Costs and Increase Transparency Replacing Costly Multiple Legacy Systems --

-- Agreement Combines Veracen Proprietary Front-Office Technologies with Linedata's Market-Leading Solutions --

-- Veracen technology solutions are Supported 24/7/365 from Offices Worldwide --

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**Veracen** →

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BERWYN, Pa. and PARIS, Aug. 17, 2017 /PRNewswire/ -- Veracen, LP ("Veracen") announced today a global co-development, co-marketing and collaboration agreement with Linedata Services, S.A. (LIN:FP) ("Linedata"), a publicly held global software and services company based in Paris, France with 20 offices and 1,250

employees supporting 700+ clients worldwide. The Agreement between Veracen and Linedata provides for co-development of end-to-end financial technology solutions, co-marketing, and branding globally in Europe, Asia, and the United States with global support, client customization, wrap around services, installation, and training.

The Veracen technology solutions, powered by Linedata's financial application platform, are designed to be a complete and fully integrated set of applications for institutional investors worldwide. These include customized portfolio management tools and analytics, incorporating a unified data set from the investment decision through to performance and risk analytics, as well as the tracking of third party managed accounts in a single unified control environment, ensuring uniformity of data and client reporting.

"Our collaboration with Veracen brings together a fully integrated solution set combining enterprise grade software with turnkey services, allowing investment firms to fully leverage the next generation operating paradigm," said Mr. Mike de Verteuil, Head of Business Development at Linedata.

"Our combined offering creates a complete front-to-back platform integrating all applications required by a large asset manager, at a significantly lower cost and in a package that can be deployed with complete agility and transparency. The utilization of a single data set is truly groundbreaking—historically, clients have been severely encumbered with numerous costly legacy systems that do not allow full data management or transparency of trading, portfolio management, client performance, risk management, and reporting."

The Veracen solution utilizes one unified database that can be archived historically, is designed to be multi-asset class, including alternative strategies, and allows each user full visibility into portfolio analytics, risk, and attribution, as well as many other features.

"Today's announcement represents a tectonic shift in technology for the asset management industry, reducing overall cost structure and enhancing global data management," said Mr. de Verteuil. "Today, asset managers are subject to tremendous fee pressure; our solution alleviates these pressures by solving a number of costly legacy problems within a single framework."

Mr. Michael Kennedy, Chief Executive Officer of Veracen, said, "Today's announcement is the culmination of many years of research, investment, and development conducted by both Linedata and Veracen. We believe the depth and breadth of our combined financial technology solution is truly unmatched. The demand in the global investment industry, particularly among large asset managers, has been extraordinary, and we are currently in discussions with numerous sovereign wealth funds, hedge funds, asset managers, mutual fund companies, and technology providers globally.

"The combined Veracen Linedata platform provides a strong solution for large asset managers, such as sovereign wealth funds and pension funds that have underlying beneficiaries with a choice of investment strategies. Our platform provides an elegant and efficient technology solution to this challenge, allowing administrators to seamlessly apply investment strategies across millions of beneficiaries with enhanced tools and lower costs; thereby eliminating numerous legacy systems and inefficient separate databases.

"We are confident that institutional investors will be impressed by the agility and scalability of the intuitive applications offered—allowing them to improve their operational efficiency and improve information availability and control, while benefiting significantly from overall cost savings." Mr. Kennedy and other team members provide further details in a video presentation on the Veracen website, [www.veracen.com](http://www.veracen.com).

In 2016, Veracen established Turner Investments as the "beta site" for the combined Veracen Linedata technology platform for global fixed income and credit strategies.

To learn more about Veracen and its affiliates, please visit [www.veracen.com](http://www.veracen.com).

For a technology demonstration, meeting, or more information log in to the Veracen website, [veracen.com/clientsupport](http://veracen.com/clientsupport) or email: [client@veracen.com](mailto:client@veracen.com) or [demo@veracen.com](mailto:demo@veracen.com) and we would be pleased to provide you more information or set up a demonstration of our capabilities.

### **About Linedata**

Headquartered in Paris, France, Linedata is a global solutions provider dedicated to the investment management and credit community, with 1,250 employees in 20 offices across the globe. Linedata has been at the service of the financial industry from day one, and applies its market and client insight to provide innovative and flexible mission-critical software and services that help its clients grow in over 50 countries. As a SaaS pioneer with the global financial community for over 15 years, Linedata remains committed to this model for its full range of products.

## **About Veracen**

Veracen, headquartered in Berwyn, PA, is a global financial technology company, which has developed intuitive applications and software solutions for large asset managers, including sovereign and pension funds, family offices, and financial institutions worldwide. Veracen and its affiliates are establishing offices with operations in New York, London, Dublin, Boston, Chicago, Singapore, and Sydney, Australia to service clients. More announcements are pending.

## **About Turner Investments**

Turner Investments, the 26 year institutional investment management firm, has developed proprietary investment "rules based" or quantitative investment processes for all asset classes including global fixed income and equities. Turner utilizes a global multi-factor process, and proprietary trading strategies to deliver strategic beta and proprietary alpha products for institutional and retail clients worldwide, who seek uncorrelated strategies and more predictable outcomes to compliment low cost beta strategies.

## **Forward-Looking Statements**

This press release contains forward-looking statements which relate to future events or future performance or financial condition. Any statements that are not statements of historical fact (including statements containing the words "believes," "should," "plans," "anticipates," "expects," "estimates" and similar expressions) should also be considered to be forward-looking statements. These forward-looking statements are not guarantees of future performance, condition or results and involve a number of risks and uncertainties. Actual results may differ materially from those in the forward-looking statements as a result of a

number of factors, including those described from time to time in filings with the Securities and Exchange Commission. Veracen and Linedata undertake no duty to update any forward-looking statements made herein.

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