



A GROWING APPETITE FOR PRIVATE MARKET AND HEDGE FUND INVESTMENTS

In a broad-based survey of 250 investment professionals in Q4 2020, 85% of respondents anticipate increased investor demand for private market and hedge fund strategies over the next 12 to 18 months.

WITHIN PRIVATE MARKET STRATEGIES, RESPONDENTS EXPECT THE STRONGEST DEMAND TO OCCUR IN:



Distressed Investing

51%



Real Estate

48%



Impact Investing

31%

WITHIN HEDGE FUNDS, RESPONDENTS EXPRESSED A PREFERENCE FOR LONG-SHORT EQUITY STRATEGIES AND MULTIMANAGER FUNDS.



Growing Investor Appetite for Long-Short Equity Strategies

37%

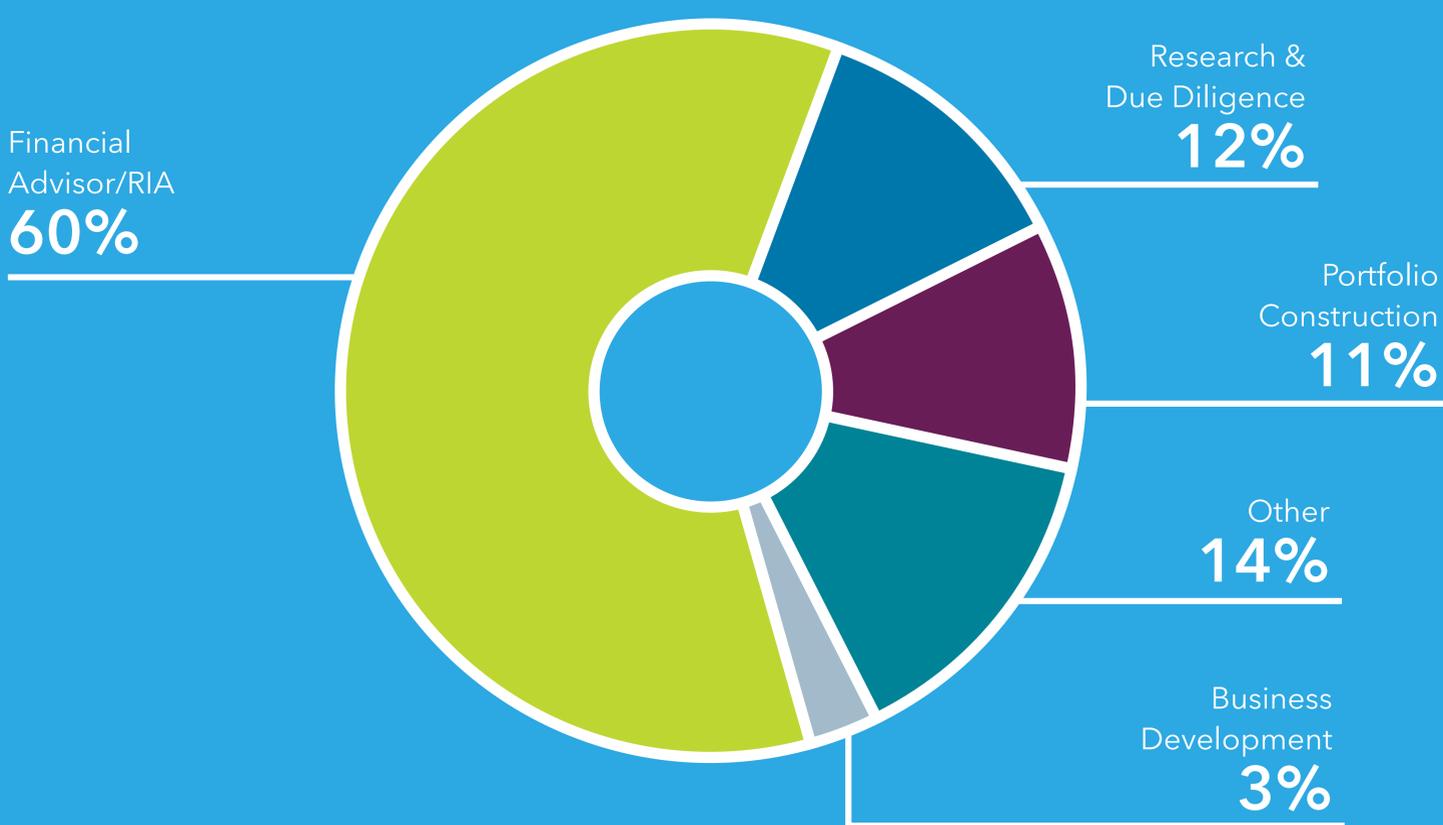


Surge in Mandates for Multimanager Funds

35%

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SURVEY RESPONDENTS INCLUDED INVESTMENT PROFESSIONALS WORKING IN THE FOLLOWING ROLES¹:



¹ Survey of 250 investment professionals conducted by iCapital Network and Naissance, November 2020. Respondents included registered investment advisors, chief investment officers, and professionals in research and due diligence, portfolio construction, and business development. For illustrative purposes only.

Source: iCapital and Naissance 2020 research.

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