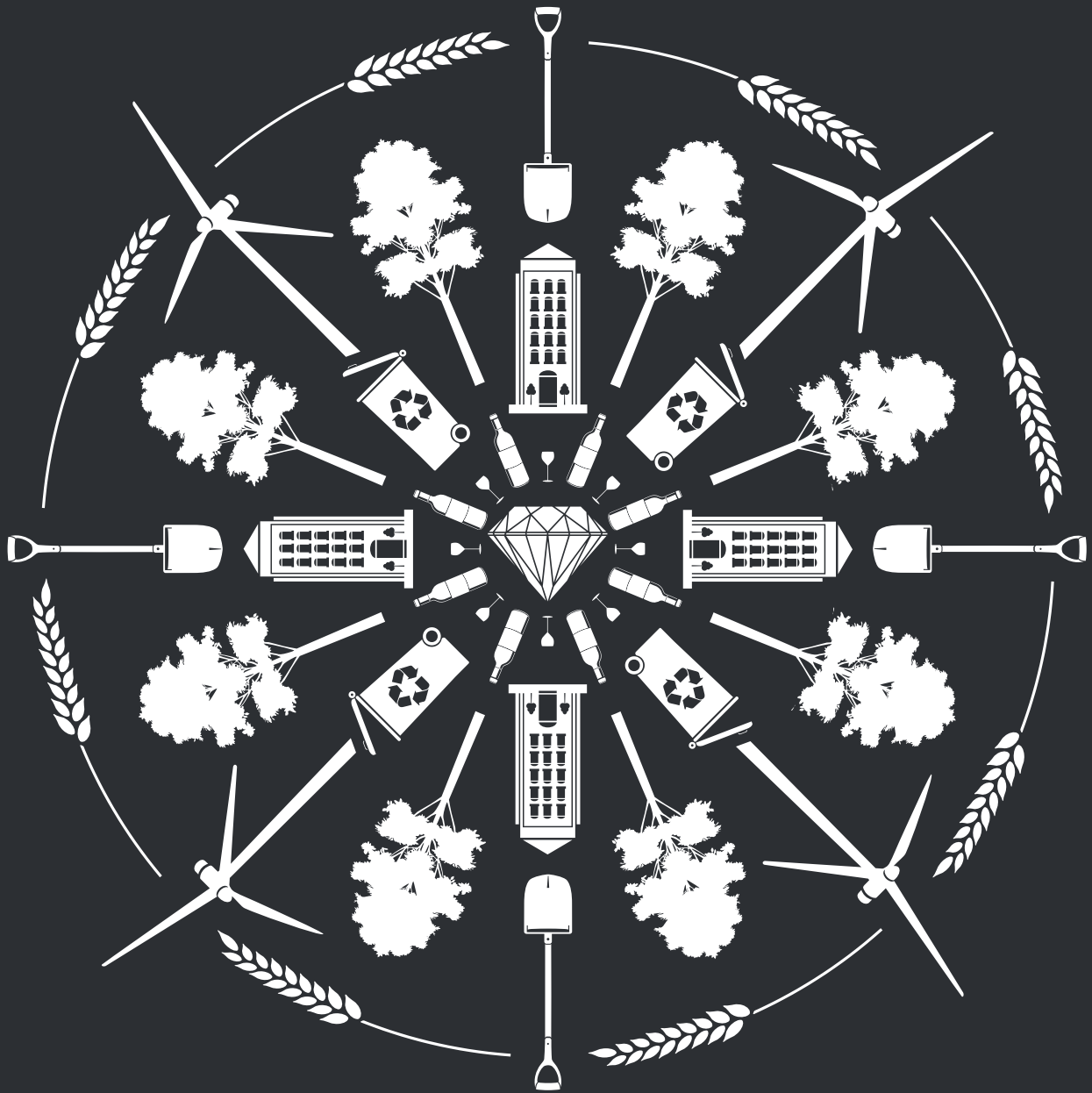


AiR

2014

ALTERNATIVE INVESTMENT REPORT



SURVEY SUPPORTING INFORMATION

AIR 2014

ABOUT INTELLIGENT PARTNERSHIP

In February last year we published AiR 2013, our annual report on the alternative investment industry. We have also produced in-depth sector reports on Student Property, Energy and Renewables, Hotel and Resort Property and Forestry. Each of these reports includes an investment register that lists all of the alternative investment opportunities available in the marketplace. The aim of our reports is to help advisers, intermediaries and sophisticated investors develop their knowledge of the alternative investment market. AiR 2013 has been downloaded by nearly 3,000 financial services and investment professionals and the AiR series has been accredited by both the IFP and CII.

Continuing the AiR series we will be publishing AiR 2014 and first industry report on EIS in March, with a detailed report on Crowdfunding to follow later this year.

[Download an electronic copy of AiR 2013](#)

[Review our sector reports via our website](#)

ABOUT OUR SURVEYS

Intelligent Partnership are the only company providing accredited training, content, education and adviser support in this space. We want to increase advisers' awareness, understanding and use of UCIS, which we hope will grow and improve the market. We periodically conduct surveys of market participants such as advisers, intermediaries, investment providers, investment platforms and SIPP operators.

The intention of these surveys is to build a picture of how the market works: how much business is being done; which segments of the market are successful; which segments are struggling; what sorts of activities are driving growth and what obstacles there are to progress.

Our surveys include:

INDEPENDENT ADVISERS

We ask questions about specific sectors or investment products to identify what advisers feel is working well and what issues need to be addressed. Questions focus on investment structures; returns; investment literature or regulatory changes and significant market shifts. This information allows us to help investment providers identify where they need to improve their proposition and advisers can see how their peers are responding to developments in the market. Results are included in our AiR series sector reports, annual industry report, trade press and via our research hub.

INVESTMENT PROVIDERS IN SPECIFIC SECTORS (FORESTRY, PROPERTY, FARMLAND ETC.)

We're looking to discover trends in the market: changes in minimum investment amounts or returns; investment terms or structures; cash vs. SIPP investment; HNW or ordinary retail investors. We undertake our own analysis and draw conclusions in our AiR series sector reports. We identify how providers respond to changes in the regulation or adjust to new market conditions, providing useful market knowledge for anybody operating in these sectors.

MARKET PARTICIPANTS (SIPP OPERATORS, INVESTMENT PLATFORMS, FUND OPERATORS ETC.)

Identify issues impacting the firms that help facilitate the alternative investment market, by helping investment products get to market and investors gain access to alternatives. Topics include where business originates from; recent changes in the market; regulations and issues with investment product providers. Results are analysed and shared through our reports, research hub and selected headlines are released to the trade press.

CONFIDENTIALITY AND USE OF DATA

All of the survey results will be completely anonymous and treated in the strictest confidence. The results will not be shared with any third parties or published anywhere else. We are simply looking to identify emerging trends, threats and opportunities in the alternative market to inform the readers of our reports.

ALTERNATIVE INVESTMENT REGISTER

We also keep a comprehensive investment register which will form part of AiR 2014. This register includes directly held alternative investments, investments with a corporate element such as bonds, loan notes and SPVs and collective investment schemes. Our aim is to build a central database of alternative investments in order to aid advisers with their whole of market awareness and understanding.

A NOTE ON METHODOLOGY

Our surveys are all hosted online and the majority of the questions we ask are simple, easy to answer questions that collect quantitative data that enables us to identify emerging trends within the market. We also ask a smaller number of qualitative questions that allow us to draw conclusions about current market sentiment. We follow up with a number of participants who have agreed in advance to conduct in-depth interviews, which we can include with the survey results to provide examples and case studies that help to put the survey output into context.



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PUBLICATION

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