

Company Marketocracy Inc. was founded by Ken Kam in 2000 to find the best investors in the world and hold them accountable for results. Its affiliates are **Marketocracy Data Services LLC (MDS)**, an investment research firm, and wholly-owned subsidiary **Marketocracy Capital Management LLC (MCM)** that contracts with MDS to use the research generated by the Marketocracy Masters to manage mutual funds, hedge funds, and separately managed accounts for clients. MCM requires that all MCM Analysts first achieve the designation of Marketocracy Master, a vetting process that precedes use of their investment research and strategies on client accounts.

Business Profile At Marketocracy Inc., our investment strategy is simple: find the right people and hold them accountable for results. We believe the most convincing evidence of investment skill is not found in a resume but in a long-term track record. Our Marketocracy Masters and other top members at **Marketocracy Data Services LLC** have proven their skill for investing. After careful vetting and reviewing of track records, MDS invites members with top-performing, outstanding portfolios to join the m100 - the Marketocracy bench. From the bench, the best m100 members go on to join the ranks of our Marketocracy Masters. Marketocracy Masters are members whose model portfolios are used to guide professional investment management at **Marketocracy Capital Management LLC (MCM)**, an S.E.C. registered investment advisor. MCM contracts with MDS to use the research generated by the Marketocracy Masters to manage mutual funds, hedge funds, and separately managed accounts for clients at all levels of risk tolerance. The fund managers at MCM analyze the Masters' portfolios individually and as components of different investment strategies, then blend customized investment portfolios for our clients.

Executive Leadership Ken Kam, *CEO*, Marketocracy Inc.
Robert M. McCarthy, Sr., *President*, Marketocracy Inc.
Thomas Krouse, *CFA, Exec. V.P. & Portfolio Manager*, Marketocracy Capital Management LLC
John Reed, *Sr. Vice President*, Marketocracy Data Services LLC
Alan K. Stebbens, *CTO*, Marketocracy Data Services LLC

Philosophy Marketocracy Inc. offers a different way to invest. Here, investing skills are proved by meritocracy: resumes and pedigrees pale in comparison to solid track records. Our investment professionals ascend by achieving investment success and proving their insight, commitment and skill. For Marketocracy members, investing is a passion - but one proven by returns.

We combine the research and tracking of **Marketocracy Data Systems LLC** analysts with the real investments guided by these models at **Marketocracy Capital Management LLC**.

We've made the investment process transparent and easy to understand. We've selected the best analysts to provide unparalleled stock research and selection capability, and we manage and monitor them all the time. MCM further analyzes the top performing Marketocracy Masters and develops specific investment strategies tailored to our clients' specific investment goals and risk tolerances. Through this approach, we master the art of investing.

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