



FOR IMMEDIATE RELEASE

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BCS Capital Launches New Profit Drivers Approach to Australian Equities Investing

BCS Capital and specialist investment advisor, Brookvine, have joined forces to launch a new profit drivers approach to Australian equities investing.

BCS Capital Pty Limited (BCS) capitalises on the market's slow response to changes in information on the fundamental profit drivers of individual companies. It combines elements of a fundamental approach – in identifying each company's fundamental profit drivers – with the advantages of rigorous quantitative implementation.

BCS is owned by its Directors, executive staff and Brookvine Pty Limited (Brookvine). It was established in 2007 and combines a team of former senior Barclays Global Investors (BGI) funds managers, former McKinsey & Company industrial strategists and leading applied econometricians.

Key members of the investment team include Justin Herlihy and John Bowers, both formerly of BGI, and John Stuckey, formerly the Australian Managing Partner of McKinsey & Company. Brookvine represents BCS and will assist with its fund raising and investor relations.

Justin Herlihy, BCS's Chief Investment Officer, said BCS derives an individual equation for each company that links daily changes in share price to new information on each company's profit drivers. "BCS identifies each company's fundamental profit drivers using the best insights of industrial economics and business strategy. Thereafter the ability to process a mass of data on a real time basis into information about changes in share price enables BCS to capture alpha from timely and active investment decisions" he said.

Herlihy said the team at BCS has spent four years developing and proving the investment thesis and building individual company models.

Steven Hall, Brookvine's CEO, said Brookvine's relationship with BCS was part of a strategy to take a more active equity interest in its investment partnerships. "Whilst Brookvine's traditional focus has been on alternative investments we were attracted to BCS because it has a very distinctive and unconventional investment approach. It's not very common to find an Australian equities manager that is so well differentiated" he added.

BCS's investment process does not have any systemic style bias and is equally adaptable to long only and long short investing. BCS began managing investment funds in 2010.

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About BCS Capital Pty Limited

BCS Capital Pty Limited is an independently owned Australian equities manager established in September 2007. It is based in Sydney. The Directors of BCS Capital are John Bowers, David Clarke, Justin Herlihy, John Stuckey and Steven Hall (Brookvine CEO). BCS has an innovative and distinctive profits drivers approach to investing in Australian equities that exploits the market's slow and less than precise response to information on each company's fundamental profit drivers. BCS offers a range of long only and long short investment strategies. For further information see www.bcscapital.com.au.

About Brookvine Pty Limited

Brookvine was established in 2001 and is based in Sydney. Brookvine works with a small number of funds managers to help them establish investment businesses and raise investment capital. Its focus is on well differentiated investment opportunities in alternative and conventional asset classes. Brookvine has raised over \$7.5 billion for its investment partners. For further information see www.brookvine.com.au.

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