



# PRIVATE MARKETS™

A New Perspective on Cash Management and Investor Interactions for Private Equity Firms

## Key Benefits

- **Centralized cash and capital activity** in a single treasury platform
- **Unified referential data integrity** in a 'golden source' repository
- **Streamlined treasury operations** with straight-through-processing
- **Optimized and automated** actionable recommendations

## Key Facts

**2011**

HazelTree founded

**\$1.5 Trillion**

Total Assets Under Advisory

**15+ years**

Average employee experience in the alternative investment industry

## Has your Operation Grown in Complexity? Are you Interacting Efficiently with your Investors?

HazelTree Private Markets, a 'purpose-built' cash management and investor interactions platform, provides private markets fund managers with a better way to manage their cash and investor notices. General Partners benefit from operational efficiencies and controls, reduced risk and exposure, and greater performance opportunities.

## Add Transparency and Efficiency to Cash and Investor Relations Management

**HazelTree Private Markets™** is a modular, cloud-based integrated cash and liquidity management solution that helps private equity, private credit, real estate and infrastructure fund sponsors transform their treasury operations into performance by having:

- **Centralized cash and capital activity in a single treasury platform.** Aggregate external and internal treasury, funding, and investor interactions operational processes. Consolidate internal systems and workflows starting from cashflow projections to multi-bank data aggregation and cash movements in a single treasury solution.
- **Unified referential data integrity in a 'golden source' repository.** HazelTree centralizes and manages complex treasury operations-related reference data such as legal entity structures, payment instructions, bank accounts, investor communication preferences, and investor notice templates.
- **Streamlined treasury operations with straight-through-processing.** Manage all funding, payments, and investor interaction workflows. Capture and normalize all required data feeds from banks, investor relations sources, deal tracking systems, internal accounting and document management systems.
- **Optimized and automated actionable recommendations.** Leverage standard – or introduce custom – algorithms to offer decision support capabilities with suggested actions and workflows for cashflows, investor notices, and bank transactions.



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## Convert Operational Complexity into Powerful Simplicity

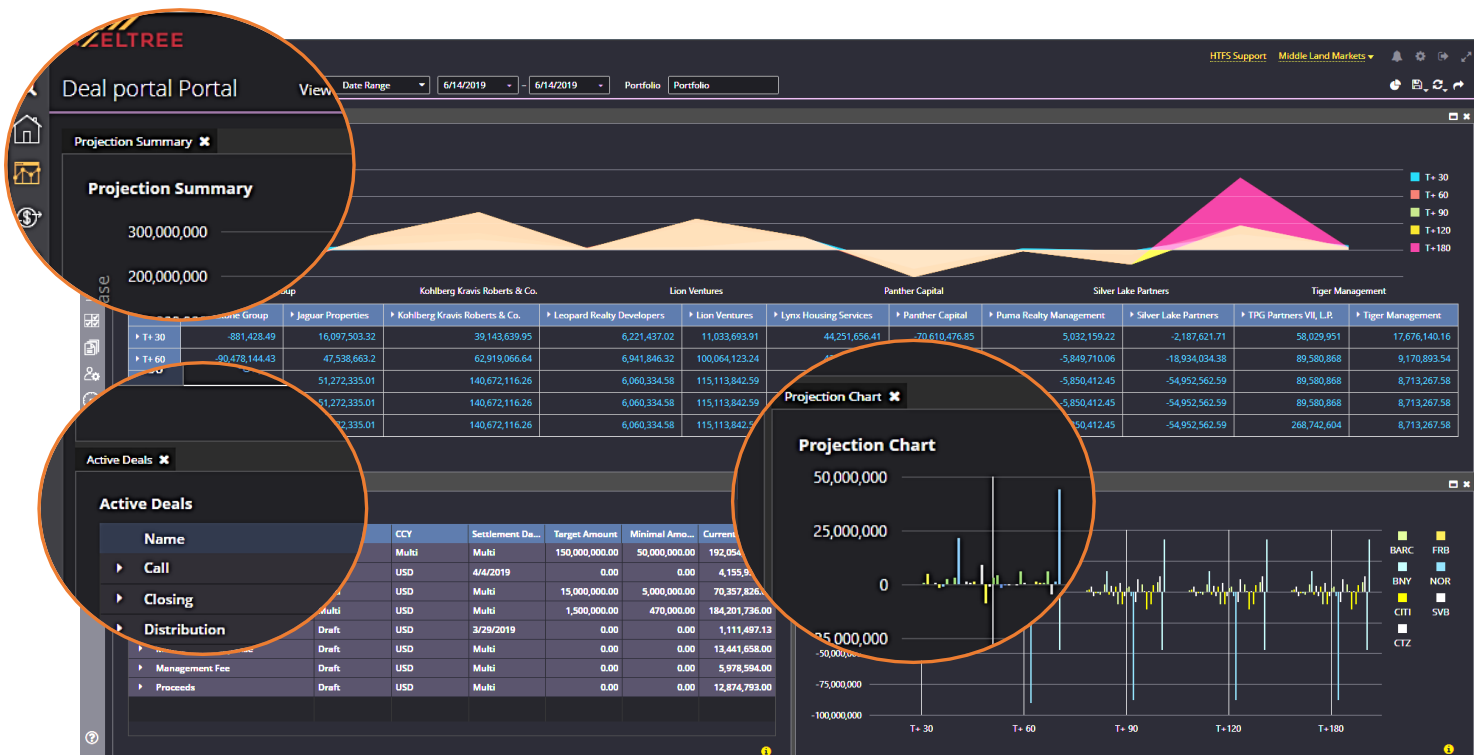
Hazeltree Private Markets includes the following key features:

- **Dashboard view and analysis of all available liquid assets**, in all currencies, across all banking and counterparty relationships.
- **Transaction manager** to support complex cash transactions with fully customizable workflow and multi-level approval management. Fully featured payment solution with SWIFT, SFTP, and API connectivity.
- **Legal entity management** to create and manage complex, hierarchical legal entity structures.
- **Projections management** to build cash projections in real-time across multiple time dimensions and transaction type scenarios.
- **Investor notice management** to auto-generate custom designed investor capital calls, capital distributions and other capital activity based on cashflow, investor holdings, fund positions, and legal entity.

Private markets fund managers benefit from our unique algorithmic rules engine, **Hazeltree Optimizer™**, to configure and automate operations as complex as cash rebalancing, forward projection cash optimization, waterfall generation of investor notices, FX hedging, and many more.

Hazeltree uses **Hazeltree Reference Data Manager™**, a “golden source” repository capturing all business data, to seamlessly and efficiently aggregate, optimize, and execute all treasury related operations including payment and cashflow generation, investor notice management, cash and projection analysis, and business intelligence analytics.

## Hazeltree Private Markets Business Intelligence Analytics and Reporting



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