

# Hedge Fund ALERT

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## New Source of Hedge Fund Data

A firm that aggregates and analyzes hedge fund data for investors has published the first in a series of quarterly reports capturing the returns of nearly 1,000 funds.

New York-based **Simplify**, led by **Brian Shapiro**, will distribute its yearend 2013 "Global Hedge Fund Performance Report" to more than 3,000 market professionals starting today. The firm is making the report available for free to promote its core business: an online service for hedge fund investors that helps them manage their portfolios and track some 14,500 funds — representing what Simplify says is the world's largest alternative-investment database.

The inaugural version of the report provides historical performance data and rankings for 972 funds, as well as breakdowns by fund size and strategy. For example, Simplify found that smaller funds — with \$50 million to \$100 million of assets — significantly outperformed larger vehicles, with an average return of 43.7% last year. By contrast, funds with \$1 billion or more gained 13.2% on average.

Simplify's compendium is similar in form to **HSBC's** "Hedge Weekly," a widely shared roundup of hedge fund returns covering about half as many vehicles.

Shapiro, who launched the firm in 2011, previously founded **CarbonBased Consulting**, which he sold to **KPMG**. Simplify's online services — PortfolioCentriX and DataCentriX — currently are being beta-tested by five institutional investors. A formal roll-out is slated for later in the year. ❖

