

Scientific Beta Announces the Appointment of Benjamin Herzog as Director of Partnerships and Strategic Operations



Scientific Beta is pleased to announce the arrival of Benjamin Herzog, who is joining Scientific Beta as Director of Partnerships & Strategic Operations.

Benjamin will be in charge of special operations for Scientific Beta and will also be deputy to Scientific Beta CEO Professor Noël Amenc on business development matters that go beyond Scientific Beta's current activities and offerings.

Previously, Benjamin had been Head of Société Générale Corporate and Investment Banking's Equity QIS (Quantitative Investment Strategies) since April 2016. His role was to develop and promote Quantitative Equity Strategies to SocGen's institutional clients worldwide; to coordinate research, engineering and trading for the development of new strategies; and to manage strategic external partnerships, aiming to reach beyond in-house know-how.

He joined Société Générale Corporate and Investment Banking in 2005 as a Quantitative Researcher, and became Index Structurer in 2011.

Benjamin holds a Master of Science in Financial Engineering from Paris VI University (with a focus on derivatives pricing, statistics, probabilities and economics), a Master of Science in Computer Science from Columbia University New York City (with a focus on artificial intelligence, network security and operating systems) and he graduated from Ecole Centrale de Lyon with a Master of Science in General Engineering.



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To visit our web site: www.scientificbeta.com

About Scientific Beta

Scientific Beta aims to be the first provider of a smart beta indices platform to help investors understand and invest in advanced beta equity strategies.

Established by EDHEC-Risk Institute, one of the very top academic institutions in the field of fundamental and applied research for the investment industry, Scientific Beta shares the same concern for scientific rigour and veracity, which it applies to all the services that it offers investors and asset managers.

The Scientific Beta offering covers three major services:

- **Scientific Beta Indices**

Scientific Beta Indices are smart beta indices that aim to be the reference for the investment and analysis of alternative beta strategies. Scientific Beta Indices reflect the state-of-the-art in the construction of different alternative beta strategies and allow for a flexible choice among a wide range of options at each stage of their construction process. This choice enables users of the platform to construct their own benchmark, thus controlling the risks of investing in this new type of beta (Smart Beta 2.0).

Within the framework of Smart Beta 2.0 offerings, Scientific Beta provides access to smart factor indices, which give exposure to risk factors that are well rewarded over the long term while at the same time diversifying away unrewarded specific risks. By combining these smart factor indices, one can design very high performance passive investment solutions.

- **Scientific Beta Analytics**

Scientific Beta Analytics are detailed analytics and exhaustive information on its smart beta indices to allow investors to evaluate the advanced beta strategies in terms of risk and performance. The analytics capabilities include risk and performance assessments, factor and sector attribution, and relative risk assessment. Scientific Beta Analytics also allow the liquidity, turnover and diversification quality of the indices offered to be analysed. In the same way, analytics provide an evaluation of the probability of out-of-sample outperformance of the various strategies present on the platform.

- **Scientific Beta Fully-Customised Benchmarks and Smart Beta Solutions** is a service proposed by Scientific Beta, and its partners, in the context of an advisory relationship for the construction and implementation of benchmarks specially designed to meet the specific objectives and constraints of investors and asset managers. This service notably offers the possibility of determining specific combinations of factors, considering optimal combinations of smart beta strategies, defining a stock universe specific to the investor, and taking account of specific risk constraints during the benchmark construction process.

With a concern to provide worldwide client servicing, Scientific Beta is present in Boston, London, Nice, Singapore and Tokyo. As of June 30, 2018, the Scientific Beta indices corresponded to USD 34bn in assets under replication. Scientific Beta has a dedicated team of 45 people who cover not only client support from Nice, Singapore and Boston, but also the development, production and promotion of its index offering. Scientific Beta signed the United Nations-supported Principles for Responsible Investment (PRI) on September 27, 2016.