Heading Towards New Territories

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Blazing a new trail

In today's competitive market environment, may be the best way to achieve investment success is by knowing something that others don't. I believe that the way to success relies on making better investment decisions by identifying what one can know, something truly unique to that person, and that others do not. The answer to proper investment is not only in perfecting a craft but also in knowing something other's don't. This is where Poune Asset Management steps into the process of sustainable property development.

We need to create growth, not just follow it. With this in mind, bold visions are essential to fuel hope, energise capacity and extend reach to what might be. Before something becomes conventional, one has to think unconventionally as it takes foresight and global perspective to stay ahead of the game. Adversity is commonplace, but things worthwhile don't come easy; one needs the vision to see what is possible and the resolve to drive it through. It is when you are successful in what you are doing that people pay attention, and that's the way things begin to change.

Global investors and Pension Funds should at least partly shift their focus from past performances only to future potential as managers must have an eye for things to come, and evolve from models relying on past to foresight based on experience. This approach based on hard data and common sense should then allow a move from tenuous promise to hard deliverable, from periodic returns to sustainable returns.

Poune Asset Management wants to put itself into the position of blazing a trail that others may follow, as sometimes the road to success is not a road yet, and in the process become a reference in its trading industry.

Our Company develops a holistic and integrated approach that contains a clear mission with an investment strategy and governance structure to achieve that mission. In that respect, we put excellent governance and a willingness to invest in talented individuals at the core of our investment strategy.

Our work philosophy aimed at creating value for our clients consists in adding value to projects rather than merely focusing on price speculation or price-cutting. As global investors including Pension Funds are taking more of an opportunistic approach to markets, rather than going for one particular sector, I strongly believe that pro-active business planning and exploiting value-add asset management initiatives will be a focus for many in the short to medium term.

And as Lloyd Blankfein, Goldman Sachs chairman and CEO famously said, "*being on the side of the Angels matters. What people think about us (corporations) in public places matters.*"

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"Don't argue the matter; difficulties will argue for themselves."

Winston Churchill

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