

European placement agent POLARIS strengthens advisory board with renowned international investors

Zurich, March 31, 2022 - With Dajana Brodmann, Marc Lau and Pablo López de Ayala, POLARIS Investment Advisory AG (POLARIS) appoints three investors as senior advisors to its advisory board. The three notable experts will support POLARIS with their many years of expertise as institutional investors and their extensive networks. This applies in particular to the selection and assessment of new investment opportunities in the areas of private equity, private debt and infrastructure. In addition, the appointments reflect the increasing importance of the Asian markets for POLARIS' private markets activities and the necessary country-specific competencies.



Dajana Brodmann Currently, Dajana is responsible for E.ON's private equity and infrastructure portfolio. She started her career in 2005 at Bayerische Versorgungskammer in Munich, where she was Deputy Head of Alternative Investments. In 2012, she moved to Versorgungswerk der Wirtschaftsprüfer in Düsseldorf as Head of Alternative Investments & Equities. Dajana studied business administration and is a CAIA Charterholder.



Marc Lau is a managing partner of Axiom Asia, a specialist in private equity strategies in Asia. Marc has over 17 years of private equity experience in Asia and also has operational experience in China. Prior to Axiom Asia, Marc worked for the Government of Singapore Investment Corporation ("GIC SI") in Singapore and San Francisco. Marc has been a member of the Resource Panel for the Government Parliamentary Committee on Finance, Trade and Industry in Singapore since 2011. Marc attended Harvard Business School and holds a Bachelor of Arts in Economics from Stanford University.



Pablo López de Ayala is responsible for private equity investments at Omega Capital, one of the most important single family offices in Spain. He has 15 years of experience in private equity and has invested in North America, Europe and Asia Pacific. He is also a lecturer in various executive programs and has been involved in private equity research projects for INSEAD. Pablo holds a degree in Economics and Law from Universidad Carlos III de Madrid, a Master in Economics and Finance from CEMFI (Bank of Spain) an Executive MBA from IESE Business School and is a CAIA Charterholder.

Rolf Dreiseidler, managing partner at POLARIS, commented: "We are very pleased that three renowned private markets experts have joined us. We had already been in exchange with them for years. By appointing them to our advisory board, we intensify the cooperation with the aim of further enhancing the quality and depth of our offering, which will add value for our clients.

Further members of the advisory board include Dr. Hans Peter Bader, senior advisor Private Equity; John Fraser, senior advisor Private Debt and Matthias Knab, senior advisor Marketing & Media.

About POLARIS Investment Advisory AG

POLARIS is a European investment boutique specializing in marketing and placement advisory for alternative investments. POLARIS has been supporting asset managers in their strategic market entry, branding, fundraising and client servicing to institutional investors across Europe since 2008.

Asset managers serviced by POLARIS are screened together with renowned experts as part of an extensive due diligence process and are only selected if they meet the highest quality standards. The company has offices in Zurich (Switzerland) and Vaduz (Liechtenstein).

For more information, please contact:

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