

## marcus evans Summits Success Story



**David Flashman**  
**Sales & Marketing**  
**CIS Asset Management (Deutschland) GmbH**

marcus  
evans

gives us

what we

need:

time with

potential

investors

"We are in a very different place now since we started with **marcus evans**. We've had a lot of investor interaction giving us more contacts and conversations, and are in the process of signing with some clients we met at the **marcus evans** events," said David Flashman, Sales & Marketing, CIS Asset Management (Deutschland) GmbH, a sponsor at the recent **marcus evans Elite Summit**. "As our product is a little more complicated, we need some face-to-face time with each potential investor," he added.

### **Why does the marcus evans Summit format work for CIS Asset Management?**

In our area of collateralised loan obligations (CLOs), we need some time with potential investors to explain the structure and how the market works, so having a 30-minute slot where we have their full attention is very useful. If we just phone them up, they will want the basic information in about five minutes – that is not enough time for the area of investment we work in.

### **Do you have any deals in the pipeline?**

We have some contracts out and are hopeful that a few will result in investments. We know that some investors have significant liquidity they're looking to deploy. With us, they might initially start with a small investment as the relationship is new, but once their confidence grows and they see how well we perform, I am sure that sum will build up.

### **Did you already know any of the potential investors?**

We knew a few investors from the UK and Germany, but had no previous contact with the majority of the investors. From that perspective, the Summit has been very useful. I attended the Summit with our CEO and we sat down with over 30 potential investors. It would have taken us much longer to arrange meetings with that many potential investors on our own.

### **How would you compare the Summit against other industry events?**

At another conference, you can present to 100 investors, ten investors at a time but in that you have to make an assumption of the level of fixed income knowledge your audience has. This makes it difficult to utilise the time available in an effective way. With **marcus evans** you can quickly determine their understanding and use your time in an efficient manner. It therefore allows a much better understanding of a more complicated product. We prefer the **marcus evans** format.

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Contact: Sarin Kouyoumdjian-Gurunlian  
Press Manager, **marcus evans**, Summits Division  
Tel: +357 22 849 313 / Email: [contactus@marcusevansuk.com](mailto:contactus@marcusevansuk.com)

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