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Keyword: Kingdom Ridge Capital

20-60 Word Biographies

1. Kingdom Ridge Capital: Alternative Investment Management

Kingdom Ridge Capital is a White Plains, New York, based investment management organization that utilizes a bottom-up fundamental investment approach. Kingdom Ridge was founded back in 2007 and they continue to build on the past investment success of founder Chris Zepf at Fidelity Investments. With a strong investment management team in place, they strive to consistently meet and exceed the expectations of their investors. Kingdom Ridge Capital clients may include qualified investors such as family offices, endowments and qualified individual investors.

2. Kingdom Ridge Capital: Crunching the Numbers

Kingdom Ridge Capital is a company that is dependent upon a great deal of fundamental research, and the nature of this research is inherently challenging. Any bottom-up investment fund will rely upon understanding what is happening in the real world and reducing it to the numbers that drive their financial models. The founders of the company are passionate about equity research, because it is intriguing to people with that are by nature inquisitive, analytical and have the ability to project scenarios of what could happen in the future. This single-minded focus on research of technology companies can yield extraordinary results.

3. Kingdom Ridge Capital: Experience Matters

Kingdom Ridge Capital, an alternative investment management company, is led by a team of highly experienced asset managers. Without question, experience is important in any field of endeavor. However, when you are entrusted with managing significant investments, it takes on an added level of significance. Technology company fundamentals can change quite rapidly so you need an experienced



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team to stay up to date on the constantly shifting trends. Experienced team helps Kingdom Ridge manage the ups and downs that the market throws at them.

4. Kingdom Ridge Capital: A Partnership That Started in 1996

Kingdom Ridge Capital is the brainchild of its founder Chris Zepf. Early on Chris knew he wanted to start his own investment management firm. When Kingdom Ridge co-founder Brian Thonn joined Chris in 2002, it created the team that would ultimately start Kingdom Ridge. These two stock pickers met at the Tuck School at Dartmouth back in 1996 and have been close friends ever since. They were successful before they became partners and they were confident that their combined talents, experience, and expertise would carry them to greater heights. The results are in after a decade of working together and the future trajectory of Kingdom Ridge is promising.

5. Kingdom Ridge Capital: Teamwork Is Crucial

Kingdom Ridge Capital team has a lot of experience and this strong foundation accounts for a great deal of the company's promise. However, without a culture based on respect, trust and doing the right thing, this experience would not meet its potential. Kingdom Ridge is a team. They recognize the importance of the contributions of every member of the team. This cooperative mentality is evident in their research process, their compensation system and their approach to work/life balance. Their team-oriented approach to their work is something that sets them apart.

6. Kingdom Ridge Capital: Understanding Your Options

Kingdom Ridge Capital brings an advanced knowledge technology and tech stocks to the table. They combine this knowledge with the context that comes with years of working on the buy-side to generate returns for their investors. Kingdom Ridge has found that extraordinary stock picking opportunities exist within the information technology sector, and they expect this market condition will continue for a long time.



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7. Kingdom Ridge Capital: Realization of a Vision

Kingdom Ridge Capital was founded on a vision that was shared by the organization's founders, Chris Zepf and Brian Thonn. They felt as though they could build on their successes and experience greater heights through this transition to full independence. An idea is a spark, but it may or may not catch fire. In this case, the vision has coalesced into reality since its inception in 2007.

8. Kingdom Ridge Capital: The Passion Never Wanes

Kingdom Ridge Capital is an investment management company headquartered in White Plains, New York. They employ a long/short strategy that is focused on public equities in the information technology sector. This kind of investing is not for everyone. The sector is known for high levels of product innovation so technology company fundamentals can change rapidly. If you do bottom up fundamental work in technology, you have to have a passion for it. This passion is at the root of the company's ongoing success.

9. Kingdom Ridge Capital: Reward System Aligned With Investors

The Kingdom Ridge compensation system is set up to promote teamwork. All the analysts at Kingdom Ridge Capital – Nick Caputo, Andy Cobb, Jim Jungjohann and Mark Zepf - know it is in their best interest for the team to win. If the Kingdom Ridge team wins, it generates an incentive fee. Thus the reward system of the team is aligned with investors.

10. Kingdom Ridge Capital: Building On a Fidelity Foundation

Kingdom Ridge Capital is built on principles founder Chris Zepf learned at Fidelity Investments in Boston. Chris was mentored by Peter Lynch so it is logical that he would focus Kingdom Ridge on fundamental research. Kingdom Ridge is a fund that is focused on picking stocks. The fund is focused on individual company earnings, not popular top down/thematic ideas. One last lesson Chris picked up was to make sure that you had the right firm culture. This last point is often overlooked by funds but Chris thinks it is extremely important.



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11. Kingdom Ridge Capital: Keeping Investors in the Loop

Kingdom Ridge Capital tries very hard to keep their investors in the loop with what is happening in the portfolio. That is why Kingdom Ridge principals Chris Zepf and Brian Thonn send limited partners a multi-page letter each month. These letters, which are usually sent to investors the first trading day of each month, provide the usual quantitative measures of performance but also include commentary on the stocks in the long and short book. Providing this level of insight on the first day of every month is no trivial task. However, Kingdom Ridge Capital thinks it is important that their partners can easily and quickly understand what is going on with the stock picks in the portfolio.

12. Kingdom Ridge Capital: Technology Best Sector for Stock Picking

Kingdom Ridge Capital Portfolio Manager Chris Zepf thinks the technology sector is the best sector for stock pickers. Stock pickers are focused on finding stocks that will outperform or underperform the market. The rapid pace of technology innovation is the primary reason for this point of view. Even the best companies must continue to create new products in order to stay competitive. This constant activity ultimately leads to the stock performance dispersion that stock pickers love.

13. Kingdom Ridge Capital: Keeping a Tight Focus

Kingdom Ridge Capital has an investment philosophy that has served the company well over the years: Stick with what you know. Kingdom Ridge founder Chris Zepf loves technology stocks because the constant innovation in the sector creates new winners and losers every year. This kind of fundamental change is perfect for stock pickers like the analysts at Kingdom Ridge. That is why Kingdom Ridge maintains a laser-like focus on stocks in the technology sector.

14. Kingdom Ridge Capital's Technology Focus Explained

Many funds and investors use the term "technology" as a short hand descriptor for the category Technology, Media and Telecommunications (TMT). Kingdom Ridge Capital is not a TMT fund. They do



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not invest in conventional media companies. Kingdom Ridge also doesn't invest in Telecommunications companies (though they do keep an eye on these companies given the importance of their capital spending). Instead they focus exclusively on technology stocks. For example, Kingdom Ridge avoids investing in Chinese Internet stocks. If you check out their SEC filings, you will see that most of the time they invest in North American or Western European companies. These companies are, in Kingdom Ridge's judgment, the lowest-risk way to invest in technology equities.

15. Kingdom Ridge Capital: No Private Investments

Besides being focused on the technology sector, Kingdom Ridge Capital is also focused on publicly listed equities. Kingdom Ridge does not invest in private companies. Some technology hedge funds seem to invest in both public and private companies, but this is not the way Kingdom Ridge operates. They think there are more than enough opportunities in the public equity sector.

16. Kingdom Ridge Capital: Hits the Road

Kingdom Ridge Capital analysts travel a lot. Obviously Kingdom Ridge analysts will frequently visit the West Coast to visit companies in technology hotbeds like San Francisco or Silicon Valley. But beyond these typical visits, they also travel to more out of the way places looking to learn more about an industry or a company. This may mean a trek to Spain or maybe just a flight to Kansas City. Wherever it may be, Kingdom Ridge analysts are not afraid to accumulate some frequent flyer miles to find fresh insights that others may be missing. As Chris Zepf's mentor Peter Lynch has said, "The person that turns over the most rocks wins the game."

17. Kingdom Ridge Capital: Company Philosophy

Kingdom Ridge Capital's philosophy is that technology is the ideal sector for fundamental stock picking because of technology companies' rapid changes and development, resulting in moves in earning estimates that drive stock performance dispersion. Aside from stock picking, Kingdom Ridge Capital, classified as an SEC-registered advisor, also serves investors such as foundations, fund of funds, family offices, endowments, and pension funds.



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18. Kingdom Ridge Capital: Long/Short Hedge Funds

Kingdom Ridge Capital specializes in long/short hedge funds, a concept that people often don't fully understand. "Long/short" is an investment insider's shorthand term for an investment strategy where an investor tries to earn a return by owning ("long") securities while also making money by selling borrowed shares of stock. The investor eventually replaces those borrowed shares with stocks that were purchased at lower prices ("shorting").

19. Kingdom Ridge Capital: Applying to an Investment Firm

Kingdom Ridge Capital principal Brian Thonn suggests that applicants to investment firms follow some specific rules regarding the resumes they submit for review. Candidates should make sure the resume does not exceed one page. It needs to include more details about responsibilities than just a list of responsibilities. In particular, applicants should provide specific, personal, quantifiable examples of challenges they've faced and the skills they used to overcome those difficulties.

20. Kingdom Ridge Capital: Cloud-based Computing

Kingdom Ridge Capital has found significant success by outsourcing their IT needs to a cloud-based computing model. This approach saves the company money they would have spent on in-house IT infrastructure and communications rooms. This form of computing also provides the high level of security that an investment firm's clients need and require. Cloud-based computing is also flexible and reliable, offering many options within minutes or hours.

18-250 Word Blog Posts

1. Kingdom Ridge Capital: Working in White Plains

Kingdom Ridge Capital is a notable investment management company that chose to establish its headquarters in White Plains, New York. This is a very interesting location, and it was chosen for some



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specific reasons. As a start, consider the quality of life equation. Every company is only going to be as strong as its workforce. In the investment management business, talent is particularly important.

People who have many different options are going to consider the quality of life that they will experience before they accept a position with a company. Employers must present a compelling case for their location, and Kingdom Ridge Capital is in a position to do so. White Plains is an extraordinary place to live on multiple different levels. When it comes to size, many people would say that it is ideal. With a population of over 50,000, it has all of the amenities that you need, but it is not overwhelmingly huge. In 2014, a study that was conducted by a respected real estate brokerage named White Plains as one of the top 10 places to live in the United States. In fact, it came in at number three.

The city of White Plains has a lot to offer in and of itself, but the appeal of the location does not stop there. Since it is only a 35-minute express train ride to Grand Central Station it provides excellent rail access to Manhattan. The founders of Kingdom Ridge Capital did their research, and they positioned themselves wisely.

Source: <http://www.movoto.com/blog/top-ten/best-places-in-new-york/>

2. Kingdom Ridge Capital: Company History and Information

Kingdom Ridge Capital was founded by Chris Zepf in late 2007 with the help of co-founder Brian Thonn. Before founding Kingdom Ridge, Zepf and Thonn worked together at SAC Capital in Stamford, Connecticut. While inside this large firm, Zepf managed a stand-alone portfolio and managed his own P&L. By effectively running a business within a business, Zepf was well prepared for the transition to running Kingdom Ridge. The fund began trading in April 2008.

Kingdom Ridge Capital is a Security & Exchange Commission RIA that invests in publicly traded technology stocks. Kingdom Ridge uses Neovest for its order management system (OMS). Trades made on the OMS are electronically submitted to Kingdom Ridge's Integrata portfolio platform. Trades and positions are reconciled daily with the execution brokers and prime broker Goldman Sachs. IFS, the Kingdom Ridge administrator, independently tracks trade data and prices the portfolio. All Kingdom



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Ridge trading data – including positions, dividends, cash, accruals and capital activity – is maintained inside the firm’s four walls and reconciled daily by CFO Mike Manley.

Kingdom Ridge Capital runs a concentrated portfolio on the philosophy that technology is the ideal sector for fundamental stock picking. Due to technology companies’ increasingly quick changes and development, company fundamentals can drive stock performance dispersion through moves in earning estimates. Kingdom Ridge Capital believes so strongly in this sector that it places the majority of its assets behind it. Classified as an SEC-registered advisor, Kingdom Ridge Capital also serves investors such as family offices, endowments, pension funds, foundations, and fund of funds.

Source: <http://www.kingdomridgecapital.com>

3. Kingdom Ridge Capital: Long/Short Hedge Funds

Kingdom Ridge Capital is what professional investors refer to as a long/short hedge fund. Those who are not asset management industry insiders or professionals may think hedge funds are all about trading, and, in fairness, there have historically been firms that have acted as “trading” shops. However, there are hedge funds that have a very long time horizon. Kingdom Ridge Capital tends to invest over the medium to long term but also sometimes engage in short-term trading.

People are often confused about hedge funds, and don’t fully understand the concept behind a long/short hedge fund. “Long/short” is an investment insider’s shorthand term for an investment strategy where an investor tries to earn a return by owning (also known as being “long”) securities while also attempting to make money by selling borrowed shares of stock. The investor replaces those borrowed shares at a later time with stocks that were purchased at a lower price (called “shorting”).

Kingdom Ridge Capital executing such a strategy “hedges” an investor’s risk as it allows them to make money in markets that are rising and falling. In a market that is moving higher, an investor may be trading off the higher returns that could be found in a long-only fund, but over the long run the short book should pay strong dividends in directionless markets. Because of the level of risk associated with shorting stocks, funds like Kingdom Ridge Capital may only invest money that is raised from professional asset managers such as foundations, pensions, family offices, and endowments.



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Source: <http://www.investopedia.com/terms/l/long-shortequity.asp>

4. Kingdom Ridge Capital: A Founder's Background in the Business

Kingdom Ridge Capital Founder Chris Zepf started his professional money management career at Fidelity Investments in Boston. Zepf was named a portfolio manager of the Fidelity Select Transportation Fund in 1998 shortly after at Fidelity. Less than two months later, Zepf was managing a second portfolio. Inside Fidelity, it is very rare for a newer employee to be given such a high level of responsibility so soon. This accelerated track was made possible by the fact that Zepf had worked full time for Fidelity during business school.

Chris Zepf had previously worked as an intern at the firm during the summer of 1997. He continued working for Fidelity during the second year of business school at the Tuck School of Dartmouth College in Hanover, New Hampshire. Zepf was an early adopter of "telecommuting" as most of his research work took place more than two hours from Fidelity's offices in Boston. He would then make the trek from Hanover to Boston on Thursday evenings so he could be in Fidelity's offices on Fridays.

While it was not easy to carry a full class load and work for Fidelity, Chris Zepf found that it was worthwhile to get the job he wanted when he decided to get his MBA. Zepf's life was hectic with a combination of a second year graduate student's studies and trading in a full time job. This hard work allowed him to get his own portfolio to manage very early in his career, and that ultimately accelerated his launch of Kingdom Ridge Capital.

5. Kingdom Ridge Capital: Resume Tips for Hedge Fund Candidates

While Kingdom Ridge Capital currently has a fully staffed research team, the company does receive resumes from individuals who are hoping to interview with the firm. Kingdom Ridge Principal Brian Thonn, who has interviewing and hiring experience at firms such as Procter & Gamble and the Boston Consulting Group (BCG), often looks at the incoming resumes and sees some common problem areas.



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First, the resumes tend to be more than one-page long and the applicants tend to provide exhaustive and unnecessary details regarding prior jobs. Candidates must also recognize that potential hiring managers are extremely busy and cannot spend time trying to digest a multi-page resume. Second, the resumes tend to be long on responsibilities and short on accomplishments. Anyone can have responsibilities; it is what you do with those responsibilities that is important. Firms want to hire individuals who have a track record of success. Third, candidates tend not to quantify their accomplishments. Applicants should follow what is referred to as the STAR method: situation, task, analysis, and result. Personal, quantifiable results are what firms are looking for; avoid just listing bullet-pointed responsibilities. Abstruse, general mention of skills is not enough for a candidate to get an interview. The applicant should reference difficult, complex situations that he has encountered and include the detailed approach the candidate took to overcome these challenges.

Kingdom Ridge Capital's Brian Thonn suggests that following the aforementioned tips will improve a candidate's chances of getting a potential employer to be impressed by a resume and land him a coveted interview.

Source: <http://news.efinancialcareers.com/us-en/155357/the-five-things-recruiters-look-for-on-your-hedge-fund-resume/>

6. Kingdom Ridge Capital: Cloud-Based Computing

Kingdom Ridge Capital's team is highly experienced and accomplished in the investment arena. It is a core competency that provides Kingdom Ridge with a competitive advantage. While the firm clearly understands technology, that doesn't mean they want to dedicate significant resources to an internal IT department. That is why Kingdom Ridge decided to go with an IT strategy that embraced the cloud. Cloud computing provides a small business like Kingdom Ridge with many advantages.

First, cloud computing provides significant cost-saving measures for investment firms. Instead of having to spend money on expensive infrastructure and communications rooms, a firm can simply outsource the infrastructure and access all applications and data from a web address. Cyber-security is another important asset gained from cloud-based computing, as many investment firms are concerned for their clients' privacy due to the sensitive nature of their business. Cloud-based computing provides as much if not more security than any in-house infrastructure. Finally, flexibility and reliability make cloud-based



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computing an attractive option for investment firms. These systems work on a utility basis, so firms need only pay as they go, and only for resources they need to use. Additionally, RAM, space, and storage are always available through cloud-based computing.

Kingdom Ridge Capital has been very satisfied with their strategy to outsource their IT infrastructure to the cloud. The decision to move most IT provides them with a higher quality IT capability than they could afford on their own and allows them to focus their time and resources on things that make a difference for their clients.

Source:

http://www.eurekahedge.com/NewsAndEvents/News/341/Understanding_Cloud_Computing_Benefits_and_Challenges_for_Investment_Firms

7. Kingdom Ridge Capital: An Excellent Working Environment for Employees

Kingdom Ridge Capital's managers made a very conscious decision to have a culture that people would embrace. Bottom-up fundamental research in the fast moving technology sector is very demanding work. Kingdom Ridge wanted to show that they cared about their employees and did what they could to make their lives easier.

First, the company has provided above average base salaries, which helps attract young, talented, and motivated employees who will stay with the company for some time. The company also offers a comfortable working climate with casual office attire, and free lunches for employees. Kingdom Ridge Capital respects family time and concerns, so employees are allowed early departures/late arrivals to be present for family events. The company has also enabled and promoted telecommuting to allow employees to work from home when necessary. Additionally, employees' vacation time is not tracked.

Employees at Kingdom Ridge are encouraged to think deeply on meaningful work instead of constantly worrying about daily stock price fluctuations. Low value busy work is eliminated so that employees can focus on what is most important overall for the company. A bonus system rewards team-oriented behaviors, and employees are readily forgiven for mistakes as long as those mistakes are learned from.



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After over eight years with these practices in place, Kingdom Ridge Capital has lost only one analyst, and that happened because the person was offered the chance to be a founding partner in a new firm. He subsequently asked to return to Kingdom Ridge. Kingdom Ridge has successfully used culture as a competitive advantage for retaining valuable talent in the hedge fund world.

Source: <http://www.investmentnews.com/article/20110227/REG/302279979/salaries-inching-up-for-entry-level-financial-advisers>

8. Kingdom Ridge Capital: Strategically Keeping AUM Manageable

From early on, Kingdom Ridge Capital planned to limit the ultimate size of the assets they would manage. The founders of Kingdom Ridge had observed that firms would often take in multiple billions of investor money after they had demonstrated success. While this path can work for some, it has been observed that many funds struggle to deliver their historical performance after experiencing a very large increase in assets under management (AUM).

Assets under management represents the total market value of the assets that an investment firm manages on behalf of its investors. These investments are generally held in a mutual or hedge fund. AUM fluctuates on a daily basis due to the flow of investor money, asset performance, changes in value of a fund, or changes in company investments. AUM is important to investment firms because it serves as a marketing tool to attract more investors. Unlike other investment firms, Kingdom Ridge Capital decided to chart a different course by establishing a hard investment cap at a rather modest amount. Kingdom Ridge Capital also decided they would return capital to investors once AUM appreciation reached a moderate level. These steps improve the chance that Kingdom Ridge can theoretically retain historical performance, as they will not be forced to invest in a relatively small population of stocks.

Kingdom Ridge Capital wants to align their interests with their investment partners. Limiting the size of the fund increase the chance to create returns that will benefit both Kingdom Ridge Capital and their partners.

Source: <http://www.investopedia.com/terms/a/aum.asp>



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9. Kingdom Ridge Capital: Watching, But Not Investing in Private Companies

Kingdom Ridge Capital makes clear decisions about what they do (and don't do) and they stand by those decisions. Kingdom Ridge investment universe includes public equities in technology where their bottom-up fundamental stock picking expertise has the best chance to deliver returns. One area Kingdom Ridge Capital specifically avoids is making investments in private companies. While Kingdom Ridge analysts devote time to understanding these companies, they do so as a way to understand how the private businesses can change the competitive dynamics of a market thereby impacting public companies.

Private companies bear watching because of the potential impact they can have that may trickle down to public companies. Unlike public companies, private companies tend to react to change more rapidly, as they are leaner structures that are not bogged down by heavy regulations and multiple layers of management. This means that at times in this global economy, private companies are in better positions to capitalize on changes in the market. While the private sector is gaining much attention from investors, it is best to be cautious as some private companies may grow too much, too soon. If the company is without a large, diverse group of shareholders, this can bring financial liquidity to a halt.

Kingdom Ridge Capital also keeps tabs on private companies so they can quickly assess the impact of a public company acquiring a private. While Kingdom Ridge Capital thinks it is important to understand private technology companies, they do not see these pre-IPO companies having a place in the firm's portfolio.

Source: <http://www.bhpcorporatefinance.co.uk/the-investment-landscape-is-changing-and-the-key-beneficiary-appears-to-be-the-private-business-sector/>

10. Kingdom Ridge Capital: World Class Infrastructure Partners

When starting a hedge fund, some of the most important decisions the firm's founders can make relate to choosing infrastructure partners. From the start, Kingdom Ridge Capital founders Chris Zepf and



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Brian Thonn chose to align with some of the industry's best in order to create a high quality platform that could support growth over the long term.

For their prime broker and administrator, Kingdom Ridge Capital chose to work with Goldman Sachs. This company's prime brokerage is designed to provide services to assist hedge funds to manage risk, maintain liquidity, monitor their portfolios, and build their business further. For legal counsel, Kingdom Ridge has teamed with Seward & Kissel and Ogier, one of the country's leading legal advisers in the mutual fund industry. This law firm assists Kingdom Ridge in such matters as trading issues; tax, bankruptcy and ERISA issues; regulatory and compliance matters; employment matters; and trademark protection. Additionally, the law firm provides advice on registered investment companies, private funds, broker-dealers, investment advisers, and other regulated entities. For auditing and accounting, the company turned to Rothstein Kass for assistance with tax planning, due diligence, management, and financial advisory services.

Today, Kingdom Ridge continues to use each of these original partners. Over the years the names have sometimes changed – for example Rothstein Kass is now part of KPMG – but the relationships have been consistent. Kingdom Ridge management think having an infrastructure platform that is composed of world class partners provides robust business capabilities and gives peace of mind to investors.

Sources: <http://www.goldmansachs.com/what-we-do/securities/prime-brokerage/>

<http://www.sewkis.com/services/xprServiceDetailSymSewardKissel.aspx?xpST=ServiceDetail&service=3>

<http://www.bloomberg.com/research/stocks/private/snapshot.asp?privcapId=126533>

11. Kingdom Ridge Capital:

Kingdom Ridge Capital is a hedge fund. When many think of hedge funds, they think of traders sitting on a trading floor or maybe inside a large office looking at a bunch of stock charts and trading a large



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number of stocks. To varying degrees, this image is probably true of some hedge funds. However, that is not the way Kingdom Ridge works.

Hedge funds are alternative investments that use pooled funds for the purpose of earning active returns; the hedge fund may use a variety of strategies to achieve this goal. Hedge funds may make use of derivatives and leverage in global and domestic markets, or they may be very aggressively managed. These types of funds are unregulated because they are marketed for experienced investors. Although similar to mutual funds as investments are pooled and managed by professionals, hedge funds offer much more flexibility in investment strategies. Some popular types of hedge funds are emerging markets, distressed securities, global macro, and hedged equity.

When Kingdom Ridge Capital buys a stock, they are thinking about how the next six to twelve months are likely to unfold for the company. Kingdom Ridge is not trading willy-nilly. In fact, the firm does not have a dedicated trader. There is no need for such a full time position inside Kingdom Ridge because they are not a trading shop. Many days during the year Kingdom Ridge Capital doesn't do a single trade. This is just one way they are different from the typical perception of a hedge fund.

Source: <http://www.investopedia.com/terms/h/hedgerefund.asp>

12. Kingdom Ridge Capital: Bottom Up Analysis and Investing

Kingdom Ridge Capital makes its investment or trading decisions based on what an investment industry insider would call "bottom up" analysis. This means Kingdom Ridge's analysts focus on analyzing detailed fundamental data such as revenue, gross margin, operating expense, interest expense, tax rate, and share count, in order to logically model and project a specific company's prospects. This process can identify likely stock market winners and losers at a company level.

Bottom up investing means that investors need to carefully consider specific factors about a company, such as financial statements, supply and demand, products and services, and the company's overall financial health. Examining these details allows an investor to gain a deeper,



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fuller understanding of a company's value and relevance. Bottom up investing involves long term, buy-and-hold strategies, and investors tend to be most successful using this approach for investing in companies they actively use. A few companies that are perfect models for the bottom up approach are Tesla, Google, and Apple; all three of these companies have products that people use on a daily basis. An investor can look at a company that is deemed "good" and look more deeply at the company's management structure, financial statements, price per share, and marketing efforts before choosing to invest in it. Finding opportunities for growth in that company is key to making a profit.

The Kingdom Ridge Capital analyst team – Nick Caputo, Andy Cobb, Mark Zepf, Jim Jungjohann, Brian Thonn and Chris Zepf – is highly skilled at using fundamentals to identify and then quantify the likely upside or downside that a stock may experience in the future.

Source: <http://www.investopedia.com/terms/b/bottomupinvesting.asp>

13. Kingdom Ridge Capital: Earnings Season

Kingdom Ridge Capital is focused on fundamental investing, so their analyst team – Jim Jungjohann, Andy Cobb, Nick Caputo, Mark Zepf, Brian Thonn and Chris Zepf – spend a great deal of time sorting through the fundamental data points that emerge when a company announces results. Fortunately (or unfortunately depending on perspective), many technology companies tend to announce earnings at roughly the same time. Kingdom Ridge, along with many other investment insiders, refers to this time as "earnings season."

Earnings season starts roughly two weeks after the end of a quarter and tends to last two to three weeks. For companies whose fiscal years are in step with the calendar quarters, this means most earnings announcements occur in January, April, July and October. During the last two weeks of those months. Generally speaking, companies release their earnings press releases at a time when there is little to no trading – either before the markets open or after they have closed – so that sell side and buy side analysts can digest the information before deciding how to value the stock after the data release.



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During this time, Kingdom Ridge Capital analysts are busy sorting through the data and updating their proprietary models to identify the next winners and losers in the technology sector. Using a “bottom up” investment analysis approach, the company closely examines the financial history, management and organizational structure, and overall relevancy to the market to determine if the company’s is worth offering to clients. This very thorough, careful method helps Kingdom Ridge to best serve their investors.

Source: <http://www.investopedia.com/terms/b/bottomupinvesting.asp>

14. Kingdom Ridge Capital: High Conviction Investing

Kingdom Ridge Capital is a long/short hedge fund. Many would classify Kingdom Ridge as a TMT (Technology, Media and Telecommunications) firm but in fact the firm limits its research and trading scope to the technology sector. They do not invest in traditional media or telecommunications as these businesses tend to lack the product cycle that cause the constant reshuffling of winners and losers that creates a rich stock picking environment. Kingdom Ridge Capital tends to limit its investments to stocks that trade on United States or Western European exchanges.

Kingdom Ridge Capital runs a best ideas long/short portfolio that tends to consist of high conviction stock ideas. Kingdom Ridge Portfolio Manager Chris Zepf works in a collaborative way with his fundamental research team to identify and vet ideas before putting the best picks into the portfolio. Zepf’s close involvement with the Kingdom Ridge research team – which includes Mark Zepf, Andy Cobb, Jim Jungjohann and Nick Caputo – helps him understand the potential upside/downside risks for each position so he can handle risk management himself instead of relying on analysts to bring a change in fundamentals to his attention.

Kingdom Ridge Capital’s thorough, careful approach involves high conviction investing. This process is characterized by a more detailed, low-investment tactic whereby investment managers are better able to gauge company performance based on a very deep look into all the factors that impact that company’s long-term business values and performances. This investment method requires patience and an understanding that this more detailed view of a company can better determine stock profitability in the future.

Source: <http://www.globaleconomicandinvestmentanalytics.com/archiveslist/articles/499-the-case-for-high-conviction-investing.html>



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15. Kingdom Ridge Capital: Technology Sector Funds

As an investment company that adheres to a “bottom up” investment style, Kingdom Ridge Capital deals exclusively in technology sector funds. While some investment firms shy away from these companies, Kingdom Ridge has built its business around them because of the certain value that technology will have on society in the future.

Technology sector funds are stock funds that are classified in the growth fund category under a wide variety of types of technology, including but not limited to communications, software, research, the Internet, and development/use of computers. Most funds are defined as being in one of two categories: smaller companies that have new patents or developed ideas that may provide significant potential for growth, and larger companies that are more established and have a solid market share as well as strong cash flow. Because technology stocks can occasionally be volatile, benchmark indexes have been created to accurately measure stock fluctuations; two of the most notable are the Goldman Sachs Technology Sector Index and the S&P Technology Sector Index.

Kingdom Ridge Capital specializes in technology sector funds for long-term growth purposes. This sector is especially appealing for long-term, aggressive growth portfolio holdings, and investors need to have an accurate picture of what technology sector funds can do for them over time. Past performance can be extremely important for predicting future earnings, as can overall market health. Kingdom Ridge Capital carefully examines the capital gains distributions and volatility of technology sector funds, and then considers performance history as well as the investor’s overall goals and risk tolerances to find the best match for their clients.

Source: <http://www.investopedia.com/articles/mutualfund/08/tech-sector-funds.asp>

16. Kingdom Ridge Capital: Benefits of Telecommuting

Kingdom Ridge Capital is a company that promotes an employee-centric culture and comfortable working environment, one of many reasons why there is virtually no turnover in the company.



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Telecommuting is a practice that Kingdom Ridge Capital offers its workers, and it is an option that has been very positively received.

Nearly 86% of small-company executives say that employees who telecommute are just as productive as those who remain in the office, and 46% of these companies have fully embraced this concept. Almost 3.7 million employees now work at home at least half the time, and growth of regular work-at-home employees has grown by 103%, so clearly Kingdom Ridge is on the cutting edge of changing office and employee trends. It is also worth noting the nationwide impact that companies with telecommuting options can have, as the national savings for those employees who work at home half the time would be roughly \$700 billion a year, employees would be offsetting carbon footprints, greenhouse gas emissions would drop, and employees would save on average \$2,000 - \$7,000 a year.

Companies like Kingdom Ridge Capital can also benefit from embracing the telecommuting option, as this allows companies to save money and scale back on large, expensive office space. Telecommuting also produces a higher level of employee production and output, and Kingdom Ridge is a company that values its employees and the employees' families. Employees who work from home experience higher levels of productivity and lower levels of anxiety and stress. Communication can still be arranged via video conferencing or email, and employees are less distracted and better able to focus on the task at hand.

Sources: <http://globalworkplaceanalytics.com/telecommuting-statistics>

<http://www.bloomberg.com/news/articles/2001-12-10/right-at-home-with-telecommuting>

<http://www.jobs.net/article/cb-259-talent-network-finance-ins-telecommuting-in-the-finance-world/>

17. Kingdom Ridge Capital: Hedge Funds and Mutual Funds

Kingdom Ridge Capital specializes in hedge funds for its clients, but many people are sometimes confused about the differences between hedge funds and mutual funds. Both types of funds are managed in portfolios, with a manager who selects securities that show potential for significant growth



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before bundling them into a single portfolio to sell to clients, however there are clear differences between the two funds.

Hedge funds tend to be managed more aggressively than mutual funds, as the leverage for hedge funds will increase, along with the risk level. This is due to hedge funds' ability to take more speculative positions in securities, such as options, and they have the ability to short sell stocks. Hedge funds have lock up where investors cannot access or withdraw their money due to leveraging. Mutual funds are not allowed to take such liberties with their stocks, so typically they tend to be much safer stock options. Availability is another key difference between these two types of stock. Hedge funds are only available to experienced investors with high net worth, and there are strict criteria in place by the U.S. government to become an accredited investor. Mutual funds, however, are for purchase by anyone with small amounts of money to purchase them.

Kingdom Ridge Capital offers hedge funds to investors in the ever-growing and changing technology fund sector. By offering this kind of stock to its investors, the company is giving its clients the opportunity to invest in companies producing technology that is used daily on thousands of different fronts.

Source: <http://www.investopedia.com/ask/answers/173.asp>

18. **Kingdom Ridge Capital: Technology Compliance**

Like other investment funds companies, Kingdom Ridge Capital relies on hedge fund technology compliance because of the complex nature of reporting obligations and the expanding number of registered hedge funds management advisers. There are some specific areas where hedge funds rely on technology solutions to make their business more profitable.

Electronic communication archiving and review is one method of technology compliance that is now standard in the industry. Investment advisers need to retain and monitor all electronic communications, even archiving social media sites. Another important method is portfolio monitoring, including stopping trades not allowed under European Union short selling bans, recording trade allocations, and monitoring for position limits. Personal account record retention and surveillance is another necessary step that involves the intake and review of employee personal account brokerage statements. Some electronic communications systems provide enhanced review to watch for conflicts or suspicious patterns of trading. Marketing applications are also an important component of electronic communication, with



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many hedge funds now have Customer Relationship Management (CRM) systems that memorialize investor contacts. This is a system that may increase in importance as marketing regulations for American hedge funds come into effect in the European Union.

Kingdom Ridge Capital stays current with hedge fund technology, using primarily cloud-computing technologies to fully be fully compliant with regulator and investor expectations. Compliance technology solutions have made this task much easier for investment firms. The increased difficulty of reporting obligations and the increasing number of hedge fund investment advisers now registered with the SEC and CFTC have made compliance technology a must for modern investment firms.

Source: <http://www.forbes.com/sites/judygross/2013/07/08/compliance-technology-now-a-necessity-for-hedge-funds/#628b861e58d1>

1-400 Word Wikipedia Profile

1. Kingdom Ridge Capital: Company History and General Information

Kingdom Ridge Capital is a White Plains, New York, based long/short hedge fund that invests in technology stocks that trade in developed markets. The firm began trading in the second quarter of 2008. Kingdom Ridge utilizes a best ideas portfolio strategy that puts a high percentage of capital behind highly vetted fundamental ideas. Portfolio Manager Chris Zepf actively participates in the early stages of the research process in order to leverage his stock picking skills and ensure that Kingdom Ridge's analyst team is working on ideas that have the best chance of making it into and further enhancing the portfolio.

Founded in 2007, Kingdom Ridge Capital uses a bottom up fundamental research methodology research process to identify stocks that may significantly beat or miss consensus EPS expectations. Kingdom Ridge's veteran analyst team, which averages 17 years of investment experience, is proficient at using the 80/20 rule to focus their stock picking efforts. In a collaborative process, dedicated equity analysts Nick Caputo, Andrew Cobb, James Jungjohann, and Mark Zepf work closely with portfolio manager Chris Zepf to vet the stocks to ensure only the best ideas make it into the Kingdom Ridge Capital portfolio. Kingdom Ridge maintains a tight focus on technology stocks, which allows Chris Zepf to devote a significant amount of time to the research process. This devotion of time on the front end of the



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process maintains quality control and also makes sure that Chris Zepf fully understands the strengths and weakness of the stocks in the Kingdom Ridge portfolio, which allows him to better manage the risk of each position and the overall portfolio. The Kingdom Ridge portfolio focus lies in the technology funds sector because of the rapidly changing nature of this type of stock.

Kingdom Ridge Capital, a registered investment advisor that focuses on investing and trading technology equities, is conveniently located near the White Plains train station. White Plains is the first stop outside New York City for Metro North express trains departing from Grand Central Station in mid-town Manhattan. Upon arriving at the White Plains train station, Kingdom Ridge Capital's offices can be reached inside a five-minute walk. Kingdom Ridge's office address is 81 Main Street, Suite 209, White Plains, NY 10601. For those wishing to drive to Kingdom Ridge, visitor parking is available in the building with prior notification of Kingdom Ridge Capital staff. If a taxi is needed after meeting with Kingdom Ridge, they may be found at the White Plains train station.

Source: <http://www.kingdomridgecapital.com>

1-400 Word Article

1. Kingdom Ridge Capital: Investing in Employees

Kingdom Ridge Capital's managers made a very conscious decision to have a culture that people would embrace. Bottom-up fundamental research in the fast moving technology sector is very demanding work, and Kingdom Ridge wanted to show that they cared about their employees and wanted to provide as much of an employee-centric environment as possible.

First, the company has provided above average base salaries, which helps attract young, talented, and motivated employees who will stay with the company for some time. The company also offers a comfortable working climate with casual office attire, and free lunches for employees. Kingdom Ridge Capital respects family time and concerns, so employees are allowed early departures/late arrivals to be present for family events. The company has also enabled and promoted telecommuting to allow employees to work from home when necessary. Additionally, employees' vacation time is not tracked.



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Kingdom Ridge Capital wants its employees to get out of the office at times as well, often encouraging analysts to attend industry conferences. Additionally, the company has eliminated the requirement to wake up at 5:00 am PT when traveling on the west coast in order to participate in 8:00 am ET research discussions. Kingdom Ridge keeps its employees' comfort in mind while analysts are on the road representing the company.

Employees at Kingdom Ridge are urged to think deeply on meaningful work instead of constantly worrying about daily stock price fluctuations. Low value busy work is eliminated so that employees can focus on what is most important overall for the company. A bonus system rewards team-oriented behaviors, and employees are readily forgiven for mistakes as long as those mistakes are learned from. Kingdom Ridge employees are encouraged to frequently interact with founder Chris Zepf to learn from his experience and to feel comfortable approaching their boss with questions about and ideas for the company.

Kingdom Ridge Capital has followed these practices for over eight years. Only one analyst has ever left the company, and that happened because the individual was offered the chance to be a founding partner in a new firm. Eventually, the analyst wanted to leave his new position and asked to return to Kingdom Ridge. The emphasis on developing a positive employee culture and the focus on employee comfort make Kingdom Ridge a desired place to work. Their investment in their employees speaks volumes about how important their analysts are to the company's mission. Kingdom Ridge has successfully used culture as a competitive advantage for retaining valuable talent in the hedge fund world.

Source: <http://www.investmentnews.com/article/20110227/REG/302279979/salaries-inching-up-for-entry-level-financial-advisers>

15—10 Word Social Media Updates

1. Kingdom Ridge Capital is happy to be a part of the White Plains business community.



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2. Kingdom Ridge Capital use of cloud computing allows analysts to work from any place that has Internet access.
3. Kingdom Ridge Capital analysts average 15 years of experience.
4. Kingdom Ridge Capital only accepts investments from qualified investors.
5. Kingdom Ridge Capital's first hire was Nick Caputo.
6. Kingdom Ridge Capital is a hedge fund that focuses on the technology sector.
7. Kingdom Ridge Capital is located near the White Plains Metro North Train Station.
8. Kingdom Ridge Capital focuses on picking stocks.
9. Kingdom Ridge Capital founder Chris Zepf bought his first stock in middle school.
10. Kingdom Ridge Capital recognizes the importance of work culture.
11. Kingdom Ridge Capital does not treat its analysts like a commodity.
12. Kingdom Ridge Capital analysts follow the 80/20 rule.
13. Kingdom Ridge Capital analysts work as a team, not as a group of individuals.
14. Kingdom Ridge Capital uses a somewhat unique compensation system.
15. Kingdom Ridge Capital founder Chris Zepf was previously a portfolio manager at Fidelity.



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3-60 Word Social Media Account Creation

1. Kingdom Ridge Capital: Technology Sector Hedge Fund

Kingdom Ridge Capital is an alternative investment firm that employs a hedged strategy. Kingdom Ridge is tightly focused on public equities within the information technology sector. They consider themselves stock pickers and the use a bottom up fundamental research process.

2. Kingdom Ridge Capital: Bottom-Up Stock Pickers

Kingdom Ridge Capital is in the stock-picking business. They don't engage in thematic investing. Instead, they find their investments through thorough bottom-up analysis of stocks. It might not be the easiest way to find investments, but the team Kingdom Ridge has assembled is drawn to this kind of work.

3. Kingdom Ridge Capital: Best Ideas Portfolio

Kingdom Ridge Capital runs a concentrated, high conviction "best ideas" portfolio, meaning only a few highly-vetted stocks are included in the Kingdom Ridge portfolio. The primary measure that causes a stock to be considered is an earnings gap. Kingdom Ridge Capital analysts have to find a compelling fundamental case that indicates their expectation for a company is meaningfully different from the consensus expectation. The bigger this earnings expectation gap, the more compelling an investment it will be and the more likely it will be one of Kingdom Ridge Capital's "best ideas".

1-350 Word Press Release – Standard

1. Kingdom Ridge Capital: Company History and Mission

Kingdom Ridge Capital is a long/short hedge fund from White Plains, New York, that invests in technology stocks that trade in developed markets. Kingdom Ridge was founded in 2007, and utilizes a best ideas portfolio strategy that puts a high percentage of capital behind highly vetted fundamental



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ideas. Portfolio Manager Chris Zepf actively participates in the early stages of the research process in order to leverage his stock picking skills and ensure that Kingdom Ridge's analyst team is working on ideas that have the best chance of making it into and further enhancing the portfolio.

Kingdom Ridge Capital uses a bottom up fundamental research methodology process to identify stocks that may significantly beat or miss consensus EPS expectations. Kingdom Ridge's veteran analyst team, which averages 17 years of investment experience, is proficient at using the 80/20 rule to focus their stock picking efforts. In a collaborative process, dedicated equity analysts work closely with portfolio manager Chris Zepf to vet the stocks to ensure only the best ideas make it into the Kingdom Ridge Capital portfolio. Kingdom Ridge maintains a tight focus on technology stocks, which allows Zepf to devote a significant amount of time to the research process, resulting in quality control. This approach allows Zepf to fully understand the strengths and weakness of the stocks in the Kingdom Ridge portfolio; he can then better manage the risk of each position and the overall portfolio. The Kingdom Ridge portfolio focus lies in the technology funds sector because of the rapidly changing nature of this type of stock and because of its projected future values.

Kingdom Ridge Capital, a registered investment advisor that focuses on investing and trading technology equities, is conveniently located near the White Plains train station. White Plains is the first stop outside New York City for Metro North express trains departing from Grand Central Station in mid-town Manhattan. Upon arriving at the White Plains train station, Kingdom Ridge Capital's offices can be reached inside a five-minute walk. For those wishing to drive to Kingdom Ridge, visitor parking is available in the building with prior notification of Kingdom Ridge Capital staff.

Source: <http://www.kingdomridgecapital.com>

Summary: Kingdom Ridge Capital is a hedge fund that focuses on technology stock funds.

Location: White Plains, New York

About: Kingdom Ridge Capital invests in technology stocks that trade in developed markets.

Categories: (stocks, long/short, hedge, funds, portfolios, Kingdom Ridge Capital)



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PR Contact: N/A

1-100 Word Video Script (Business)

1. Kingdom Ridge Capital: Years of Experience

Kingdom Ridge Capital is a long/short hedge fund based in White Plains, New York, that makes investment decisions based on bottom-up fundamental analysis. In order to carry out this kind of analysis Kingdom Ridge has a team of six equity analysts. These analysts include Kingdom Ridge founders Chris Zepf and Brian Thonn as well as Andy Cobb, Nick Caputo, Jim Jungjohann and Mark Zepf. These six analysts have a combined 17 years of experience in fundamental analysis. Most of this cumulative experience comes from covering technology stocks on the buy side, and so technology stocks have become the focal point for the company.

5-75 Word Video Marketing (Bios)

1. Kingdom Ridge Capital: Concentrated Investment Portfolios

Kingdom Ridge Capital Portfolio Manager Chris Zepf runs a concentrated investment portfolio stocked with his best ideas, a process he began when he worked at Fidelity. Zepf wanted to concentrate his capital on the ideas that he thought had the best chance to succeed. It was similar to Ted Williams' approach to hitting. Williams could, in theory, hit any baseball thrown over the plate; however, he hit for the highest average when the ball was right down the middle of the plate. Zepf takes the same approach with his portfolios: he looks for pitches down the middle of the plate and swings hard at them.

2. Kingdom Ridge Capital: Early interest in Investing

Kingdom Ridge Capital's Chris Zepf bought his first stock in middle school using money he had made cutting lawns in his hometown of Cincinnati. He would monitor the performance of his stock picks by using a VCR to tape the ticker on the Financial News Network Channel. At Notre Dame he created an internship with a local bank's Trust Company where he could pore over Wall Street research reports.



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After graduation, he worked at Wasserstein Perella, and although he didn't manage money, the job got him into the game. Zepf then chose to get an MBA at the Tuck School of Business at Dartmouth College, which put him in a position to get a high level internship on the buy side at a major mutual fund. He hired on with Fidelity, and at the end of the summer he was offered full time employment while he was pursuing his education. Weeks after graduating from Tuck, he was given two funds to run. Zepf's move to professional investing had finally been achieved.

3. Kingdom Ridge Capital: Best Ideas and Stock Research

Kingdom Ridge Capital's portfolio is oriented toward a select number of best ideas that are found through painstaking research. When it comes to stock research, Kingdom Ridge Capital is "good" and "bad" company agnostic. Regardless of market analysis, Kingdom Ridge analysts take their own bottom-up look at the fundamentals to see if the consensus expectation is on the mark. If analysts perceive no difference between their own modeling and the expectations of the "herd", then they move on to analyze other stocks. If Kingdom Ridge's proprietary analysis leads to a conclusion that the crowd is missing something important, then the idea deserves a more exhaustive analysis. Kingdom Ridge's open-minded approach on good and bad companies can lead to unique ideas and lead to differentiated portfolio returns.

4. Kingdom Ridge Capital: Origins of the Company Name

In 2007, Chris Zepf and Brian Thonn formed Kingdom Ridge Capital. However, far before that the duo was making plans for the start of the firm. One of the minor, though ultimately more difficult, tasks was figuring out what to name the fund. Thonn would develop lists of potential names and then do research on whether the name was or had been used by a financial services firm. Time after time, what seemed like a promising descriptor was found to have been used before by a financial advisor or trading company. Finally, they decided to use the street where Zepf lived as the firm's name. That is how their fund became known as Kingdom Ridge Capital.



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5. **Kingdom Ridge Capital: The Value of Experience**

Kingdom Ridge Capital, an alternative long/short investment management company, is led by a team of highly experienced asset managers with an average of seventeen years of experience amongst them. Experience is extremely important when managing significant investments. Technology company fundamentals can change quite rapidly and investors need an experienced team to stay up to date on the constantly shifting trends. The experienced team helps Kingdom Ridge manage the ups and downs that the market throws at them.

10-50 Word Video Descriptions

1. **Kingdom Ridge Capital: Alternative Investment Management**

Kingdom Ridge Capital is a White Plains, New York, based investment management organization that utilizes a bottom-up fundamental investment approach. The company continues to build on the past investment success of founder Chris Zepf at Fidelity Investments. With a strong investment management team in place, they strive to consistently meet and exceed the expectations of their investors.

2. **Kingdom Ridge Capital: Volunteerism**

Chris Zepf is the founder of Kingdom Ridge Capital and is a graduate of the University of Notre Dame in South Bend, Indiana. After Zepf graduated from the school, Notre Dame started a program called Applied Investment Management (AIM), which helps students develop into future equity analysts and portfolio managers. Zepf volunteers his time to help students learn by sharing his real world insights and experience.

3. **Kingdom Ridge Capital: Stock Performance Dispersion**

Kingdom Ridge Capital runs a long/short strategy focused on monetizing stock picking opportunities in the technology sector given that it requires companies to continually innovate. Just because a given



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company is the leader today does not mean it will stay that way for the long term, or even for the next year. This constant requirement to improve and at times re-invent a company and its products leads to non-linear outcomes which create the stock performance dispersion that enables successful stock picking.

4. Kingdom Ridge Capital: Focus on the Technology Sector

Kingdom Ridge Capital is a single-manager fund that creates returns for its investors based on bottom-up fundamental stock picking. It chooses to focus its attention on the technology sector. Kingdom Ridge Capital does not take positions in traditional media or telecommunications companies; instead, Kingdom Ridge maintains a disciplined focus on the technology stocks that generate frequent product cycles along with periodic demand cycles.

5. Kingdom Ridge Capital: Bottom Up Stock Analysis

Kingdom Ridge Capital makes its investment or trading decisions based on what an investment industry insider would call “bottom up” analysis. This means Kingdom Ridge’s analysts focus on analyzing detailed fundamental data such as revenue, gross margin, operating expense, interest expense, tax rate, share count, et cetera in order to logically model and project a specific company’s prospects. This process can identify likely stock market winners and losers at a company level.

6. Kingdom Ridge Capital: Trading Data

Kingdom Ridge Capital is a Security & Exchange Commission RIA that invests in publicly traded technology stocks. Trades and positions are reconciled daily with the execution brokers and prime broker Goldman Sachs. IFS, the Kingdom Ridge administrator, independently tracks trade data and prices the portfolio. All Kingdom Ridge trading data (positions, dividends, cash, accruals and capital activity) is maintained inside the firm’s four walls and reconciled daily by CFO Mike Manley.



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7. Kingdom Ridge Capital: Founding of Kingdom Ridge Capital

Chris Zepf founded Kingdom Ridge Capital in late 2007 with the help of co-founder Brian Thonn. Before founding Kingdom Ridge, Zepf and Thonn worked together at SAC Capital in Stamford, Connecticut where Zepf managed a stand-alone portfolio and managed his own P&L. By effectively running a business within a business, Zepf was well prepared for the transition to running Kingdom Ridge when the fund began trading in April 2008.

8. Kingdom Ridge Capital: Hedge Fund Trading

Kingdom Ridge Capital is a hedge fund. Generally speaking, when Kingdom Ridge buys a stock they are thinking about how the next 6 to 12 months are likely to unfold for the company. Kingdom Ridge does not trade haphazardly. This is just one way they are different from the typical perception of a hedge fund.

9. Kingdom Ridge Capital: Kingdom Ridge Capital Stocks

Kingdom Ridge Capital is a long/short hedge fund that does not invest in traditional media or telecommunications. These businesses tend to lack the product cycle that causes the constant reshuffling of winners and losers that creates a rich stock-picking environment. Kingdom Ridge Capital tends to limit its investments to stocks that trade on United States or Western European exchanges.

10. Kingdom Ridge Capital: Collaborative Approach to Stocks

Kingdom Ridge Capital runs a best ideas long/short portfolio that tends to consist of high conviction stock ideas. Kingdom Ridge Portfolio Manager Chris Zepf works in a collaborative way his fundamental research team to identify and vet the ideas before putting the best picks into the portfolio. The Kingdom Ridge research helps him understand the potential upside/downside risks for each position so he can handle risk management himself instead of relying on analysts to bring a change in fundamentals to his attention.



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1 – 300 Word Citation Building (Business Description)

Kingdom Ridge Capital: Company History and Investment Approaches

Kingdom Ridge Capital is a long/short hedge fund that invests in technology stocks traded in developed markets. Founded in 2007, Kingdom Ridge Capital utilizes a best ideas portfolio strategy that puts a high percentage of capital behind highly vetted fundamental ideas. Portfolio Manager Chris Zepf actively participates in the early stages of the research process in order to leverage his stock picking skills and ensure that Kingdom Ridge's analyst team is working on ideas that have the best chance of making it into the portfolio.

Kingdom Ridge Capital uses a bottom up fundamental research methodology process to identify stocks that may significantly beat or miss consensus EPS expectations. Kingdom Ridge's veteran analyst team, which averages 17 years of investment experience, is proficient at using the 80/20 rule to focus their stock picking efforts. The dedicated equity analysts work closely with Zepf to vet the stocks to ensure only the best ideas make it into the Kingdom Ridge Capital portfolio. Kingdom Ridge maintains a tight focus on technology stocks, and this approach allows Zepf to fully understand the strengths and weakness of the stocks in the Kingdom Ridge portfolio; he can then better manage the risk of each position and the overall portfolio. The Kingdom Ridge portfolio focus lies in the technology funds sector because of the rapidly changing nature of this type of stock and because of its projected future values. Technology sector stocks will always require new innovations and updates, which makes this type of stock a perfect one for hedge funds and long-term investment.

Kingdom Ridge Capital, a registered investment advisor that focuses on investing and trading technology equities, is conveniently located near the White Plains train station. White Plains is the first stop outside New York City for Metro North express trains departing from Grand Central Station in mid-town Manhattan.

