

nemo

search deeper

Introducing nemo

Nemo is a network of experts providing targeted insights to the investment community. Nemo searches deeper – finding the right independent experts to answer our clients' questions.

nemosearch.com

Nemo is part of the Noble Group

An expert insight service for the investment community

Nemo is a network of independent experts that provides targeted insights to the investment community.

We work with institutional investors, private equity houses, M&A practitioners and corporate management teams, providing relevant and valuable insights that are independently sourced, not widely available and that directly support investment decisions.

We do this by searching for, finding and vetting the right independent expert to address our clients' specific questions.

Nemo has been developed with the investment community in mind.

It has a strong relationship with its parent, Noble, building on its established capabilities as a research led investment bank. As a result, Nemo has a deeper understanding of our clients' approach to investment decisions and knows how and where to find the right experts to provide an independent perspective.

Nemo's network is deepest in the UK and India, reflecting Noble's geographic focus.

Nemo launched in 2009 to offer clients direct and, where required, confidential access to our experts. It is a subsidiary of Noble that is kept separate from the rest of Noble's investment banking operations.

Our services

A service that supports our clients' investment decisions – Nemo's independent experts help our clients in the following areas:

Institutional Investors

- Investment hypothesis testing/ support
- Management due diligence
- Immediate market insight
- Product or technology appraisal

M&A & Private Equity

- Target or buyer insights
- Management and commercial due diligence
- Origination and opportunity screening
- Region and country insight

Corporate Strategic Support

- Market entry and diversification
- Strategic partner due diligence
- M&A origination
- Target/buyer insights
- Confidential support for Non-executives

There are two ways our clients can use Nemo

nemo screen

Following a review of our client's investment portfolio or areas of interest, we will monitor our expert network on their behalf, and inform them when Nemo has an expert with insights that will be of real value to them. At the client's request, we will then set up a call or meeting between the expert and the client.



nemo search

Following a briefing by our client, Nemo will seek, find and recruit the most relevant expert to meet the client's request. On finding the expert, we will set up a call or meeting, which can be as confidential and exclusive as required.



A flexible approach to fees and payment

Our fees can be agreed with the client on a case by case basis, reflecting the value of the expert and the client's required level of exclusivity. The agreed fee is charged once the client has agreed to proceed with an expert consultation.

Nemo can accept payment from clients in any of the following ways:

- Commission Sharing Arrangements (CSAs) or Client Commission Arrangements (CCAs)
- Allocation of commissions from Noble's trading desk (structure must be agreed in advance)
- Direct payment of a Nemo invoice
- Advance payment option – regular clients can pay for a number of consultations in advance

Building on Noble's strengths to offer a unique service

Nemo has emerged from Noble's own in-house expert sourcing capability. This capability has been built over five years to directly support and complement Noble's fundamental approach to equity research. The network behind Nemo now sits at the heart of Noble's research, providing independent expert support for Noble's analysts.

Nemo is expanding the existing network to offer a differentiated and valuable service directly to our clients:

A Proven Network

Nemo manages, develops and provides access to our up to date and proven expert relationships

Relevant and Valuable Experts

Nemo experts are vetted by a Noble sector analyst or another trusted member of the network

Proven Expert Search Capability

Nemo builds on Noble's deep sector knowledge to search for and find experts who can provide specific insights on sectors, companies, products and technologies.

Particular strength in the UK

Nemo has strength in the following UK sectors: Climate Change, Healthcare, General Financials, Insurance, Leisure, Media, Support Services and Technology.

Particular strength in India

Nemo offers access to our Indian expert network with depth in Consumer, Energy, Financial Services, Infrastructure and Technology, as well as access to Government.

Nemo can apply its skills to support client requests outside its core sectors.

Case studies

Case 1: Product Appraisal in the Inter Dealer Broker Market

Our client held a substantial stake in a listed inter-dealer broker that was pursuing the strategic roll-out of an electronic broking platform. The market was watching with interest to see if the IDB could successfully develop an industrial strength e-broking platform. We were asked to investigate and give our client an early view. We found a number of senior traders across several firms and garnered opinion on the e-broking platform.

Case 2: Market Consensus Challenge in the Estate Agency Market

We set up consultations for our clients with the Chief Executive of a leading privately owned online estate agency portal. This competitor presented his business model which fundamentally undermined one of the key competitive advantages held by a leading publicly listed and, at the time, highly regarded estate agency portal.

Case 3: Immediate market insight in the Pharmaceuticals Market

The planned US and European roll-out of an important treatment for acute liver failure by a UK listed healthcare company was questioned by the market following the publication of an inconclusive clinical trial. Nemo searched for and found leading clinicians in the European and US markets, whose insights led our client to confidently assess that the treatment would gain approval in Europe and had a good chance of approval in the US.

Finding experts

Nemo searches for and finds the right expert to fulfil our clients' requests. Our experts include senior managers and directors, entrepreneurs, business leaders and academics.

The origins and interests of our experts vary widely. Some come from companies operating within or adjacent to the sectors we cover; some are running their own growing businesses; some may be managing their career transition or are keen to leverage their contacts and experience; some are experts from leading academic and clinical establishments.

Experts join Nemo for the following reasons:

- to develop professional contacts within the investment community
- to understand how the investment community is thinking about their sector
- to share insights about their industry
- for an intellectual challenge and personal development
- and, naturally in some cases, for financial remuneration

Nemo vets all its experts either through Noble's research analysts or through trusted members of the network. We will only introduce our clients to experts we would trust sufficiently to use directly in Noble's research.

All of Nemo's experts agree to follow Nemo's expert terms and conditions. These make clear their responsibilities to Nemo and our clients.

Nemo also checks our experts' status and potential conflicts of interest before they undertake a client consultation.

In all cases we will advise clients as to the provenance of our experts, any possible conflicts of interest and the expert's likely motivation.

Code of practice

1

Selective

Nemo only recruits experts who are recognised as thought leaders through their published work, or who have been recommended to us and vetted by a Noble sector specialist analyst or other members of our network.

2

Impact

Nemo will only present our clients with experts that we believe will directly help them in their investment decisions.

3

Discreet

Nemo keeps its clients' requests separate from other parts of Noble's investment banking operations and will only involve Noble research or the wider Noble business at the direct request of our client.

4

Fees for Results

Nemo will only charge our clients for expert consultations that they choose to carry out.

5

Transparency

Nemo will actively seek to identify any expert's real or potential conflicts of interest and underlying motivations.

6

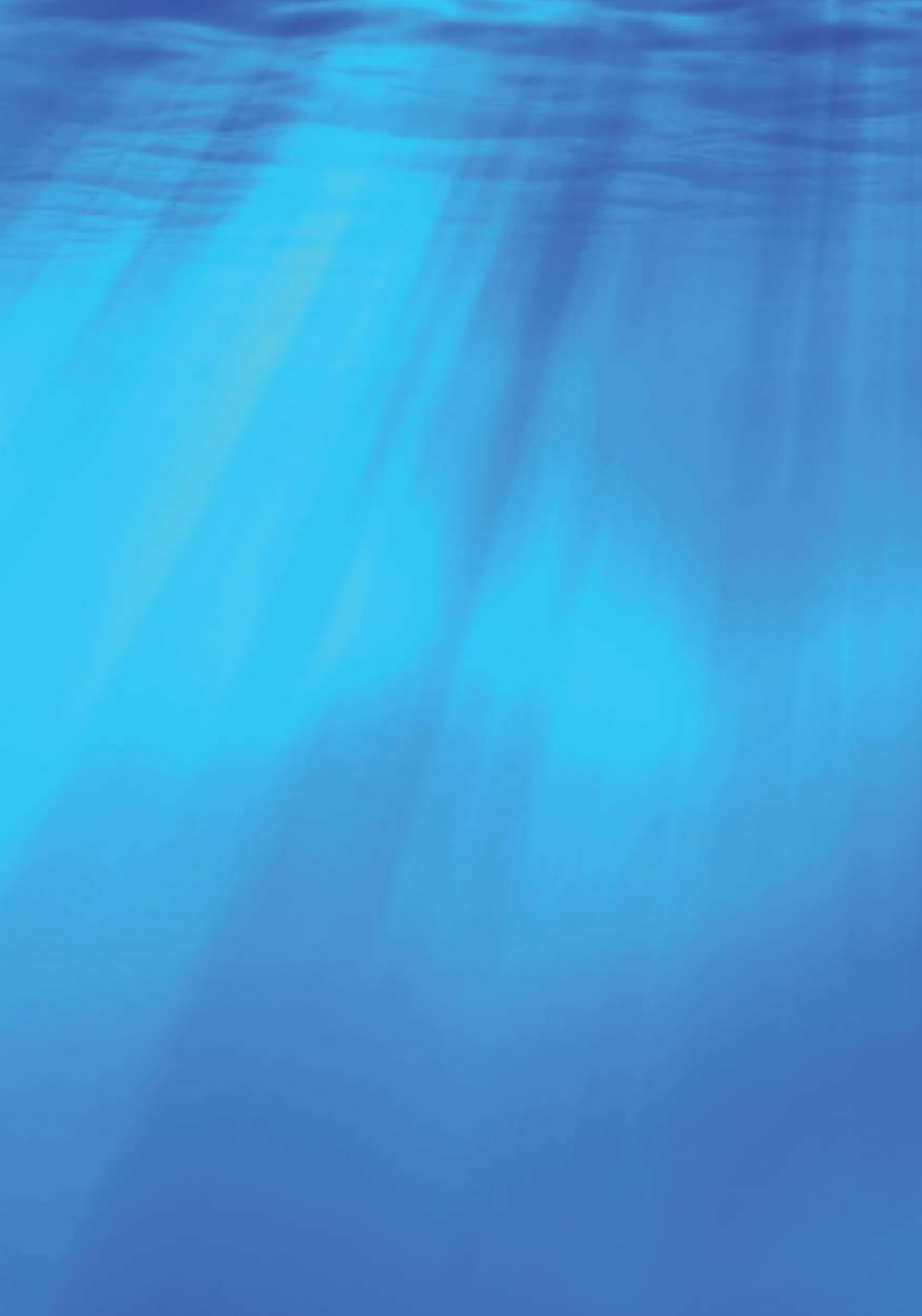
Compliance

Nemo intends to mitigate our clients' and experts' regulatory risk by giving our experts clear compliance guidelines and engaging them under a clear set of terms and conditions.

Contact us

If you are interested in registering with Nemo as a potential client or expert please contact Dan Freedman on +44 (0)20 7763 2299 or dan.freedman@nemosearch.com.

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