

Hedge Funds Take a Turn onto Madison Avenue

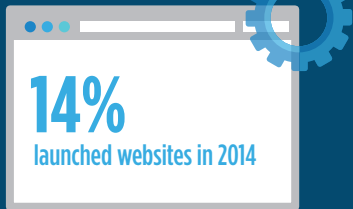
One year after the JOBS Act opened the door for more active communications, hedge funds are now aggressively opening up their web sites, exploring social media, and courting media attention. The complete study is available at www.peppercomm.com/JOBSAct.



HEDGE FUND WEBSITES ARE OPENING UP

Hedge funds are embracing transparent communications by launching or improving their websites, moving away from splash pages and client-only login sites.

Among the largest 285 global hedge funds in 2013...



Among the 185 global hedge funds with \$1 billion-5 billion in assets...



By June of 2014...



and 11 more moved from a closed site to a more advanced site.

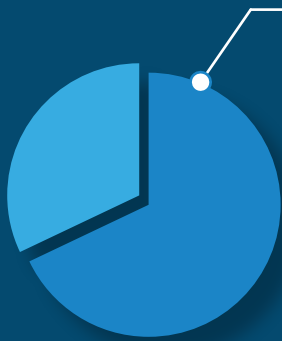


91% of the top 100 global hedge funds have websites



HEDGE FUNDS GO SOCIAL

With conversations increasingly moving online, hedge funds are using social media platforms to build a brand and boost visibility.



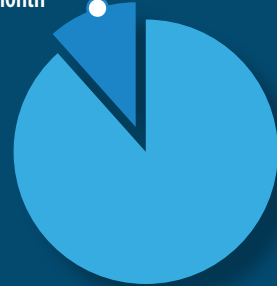
66% of hedge funds **6** hedge funds post at least once/month

2.3k+ followers on average



10% of largest hedge funds **7** hedge funds post at least 10 times/month

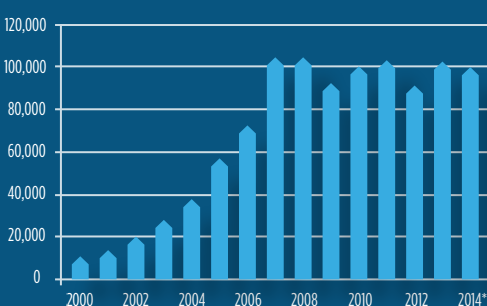
15k followers on average



MEDIA COVERAGE AT RECORD LEVELS

Media mentions of hedge funds are projected to reach record levels above 100,000 in 2014, up nearly five-fold over the last decade.

Hedge Fund Mentions – All Media (2000 – 2014)



Top Tier Publication Mentions

