

# ICON

ASSET MANAGEMENT



Member of the Swiss  
Association of Wealth Managers | SAM

Weisses Schloss, General Guisan Quai 30, 3rd Floor, 8002 Zurich, Switzerland

# TABLE OF CONTENTS

01

INTRODUCTION

02

WHY ICON

03

OUR TEAM

04

STRATEGIES

05

STRATEGIC CONSULTANCY

06

CONTACTS



**ICON ASSET MANAGEMENT AG**  
*The Science of Investing*

# INTRODUCTION

**Based in Zurich, Switzerland,** Icon Asset Management was founded in 2006 and is a niche Swiss FINMA regulated alternative asset manager. The ICON team originated as global macro proprietary traders at Daiwa Securities in Frankfurt, Germany in 1995. We use this markets expertise and experience to evaluate and implement new and innovative technologies, to include A.I. enhanced systematic strategies, to provide alpha generating products. SEC registered ERA 309138 & NFA CTA 0508527.



# THE SCIENCE OF INVESTING

## WHY ICON

Icon Asset Management AG is an innovative, niche Swiss asset management firm specialising in alternative investments.

Icon offers unique systematic & discretionary trading strategies within the alternatives space via collective investment products AMCs & SMAs.

We partner with leading private banks in Zurich, Geneva and Lugano to offer their clients bespoke wealth management products to diversify and enhance their risk adjusted returns.

Our team arranges & consults on alternative products, portfolio management, private placements, private equity and structured product transactions with UHNW, Family Office and Institutional Investors.

## OUR TEAM



**Philip O'Keefe LL.M.**  
**ICON CCO/CRO**

Philip O'Keefe, Chief Risk Officer & Legal Officer and Supervisory Board Member at Icon, brings over 20 years of experience in asset management. He has held key positions at Jardine Lloyd Thompson PLC, Janus Henderson Investors in London, and other asset and wealth managers. Additionally, Philip has significant expertise in legal and regulatory compliance across the insurance, defense, and nuclear sectors.



**Thomas C. Holst**  
**ICON Partner**

Thomas drives strategic initiatives to integrate cutting-edge technology with traditional wealth management. With over 30 years of experience in global finance, PE and real estate, he focuses on innovation and operational excellence to offer tailored solutions for HNW clients. Thomas holds two MBAs and a CFFA certification and his leadership and experience allows ICON to remain a trusted partner & advisor for client wealth preservation.



**Richard T. Toolen**  
**CEO and ICON Founder**

Richard Toolen, CEO and founder of Icon, has over 25 years of experience in financial services as an investment banker and global macro trader. Before establishing Icon, he led trading desks in Dublin, Munich, and Gibraltar and later expanded Icon into a regulated Swiss entity focused on multi-asset trading and private wealth management for qualified investors.



**Ms. Michelle Addison**  
**ICON Projects Manager**

Michelle is ICON's Compliance and Projects Manager, specializing in navigating complex financial regulations. She began her career as a paralegal in Vancouver in the 1990s and later moved to Zurich, working with firms like Schroder Trust AG. Michelle holds a STEP Diploma in International Trust Management and has experience as a Trust Officer, Compliance Officer, and Customer Services Manager.



**ICON is an active supporter of various veteran charity causes and is majority veteran owned.**





**ICON**  
ASSET MANAGEMENT

**ICON ASSET MANAGEMENT AG**  
*The Science of Investing*

# INVESTMENT STRATEGIES

---

# ICON Market Neutral Strategy



ICON Market Neutral II  
(Gross Live Returns Chart)



Icon Market Neutral is an all-weather absolute return strategy that seeks to generate double digit average annual returns, throughout all market cycles, with limited downside volatility.

## Current ICON Market Neutral Ratios (since 2022)

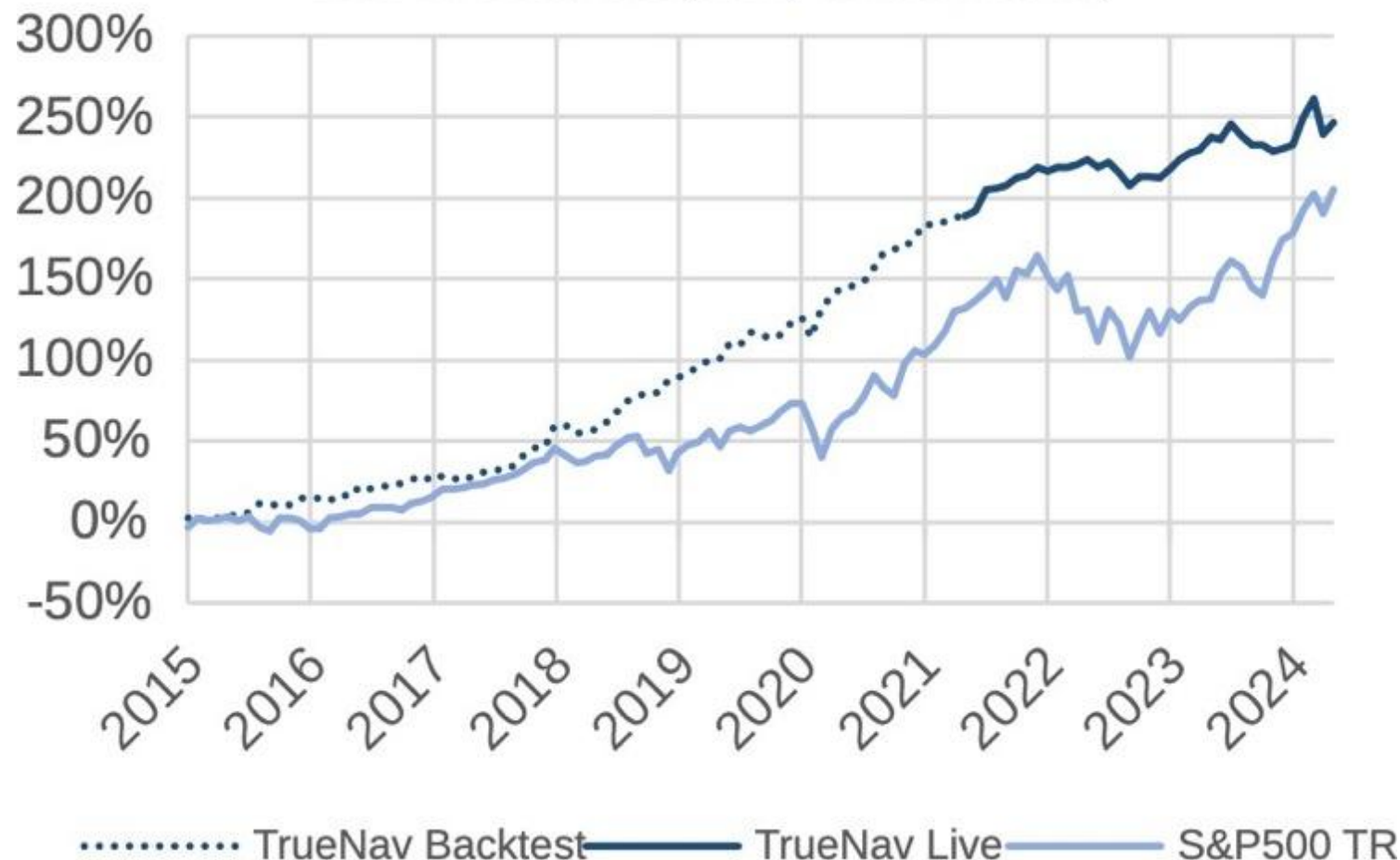
- Annualized Net Return +11.86%
- Sharpe Ratio 2.26
- Capture Ratio 2.22

# ICON TRUENAV STRATEGY



An investment strategy by  
**ICON**  
ASSET MANAGEMENT

TrueNav vs S&P 500 (compounded returns)



TrueNav uses long-premium/short-theta option positions to profit from short-term mean reversion of the stock market while limiting losses when momentum is dominant. The result is high risk-adjusted returns with a low correlation to the stock market. ISIN: DE000A3G1LT0

## Performance ICON TrueNav Ratios (since 2015)

- Annualized IRR +13.9%
- Sharpe Ratio 1.44
- Sortino Ratio 1.86

# ICON honma AI inait AI

honma  
AI

An investment strategy by  
**ICON**  
ASSET MANAGEMENT

- Inait AI is an innovative Microsoft-backed AI deep-tech innovation lab based in Lausanne, led by Chairman Prof. Henry Markram, founder of the Blue Brain Project.
- The ICON honma AI strategies under development, as part of a JV between ICON and honma AI, a subsidiary of inait AI, will capitalize on market volatility and dislocations utilising honma's AI models and cutting edge technologies.
- Based on unique AI research from inait AI, honma AI has created proprietary pricing models and replication algorithms to arbitrage mis-priced assets hedge them optimally. honma AI uses quantitative portfolio management to maintain a low beta and high Sharpe ratio, while minimizing informed trading risks.

inait / honma AI

## Product: Dynamic asset allocation S&P100

Building on our broad portfolio of cutting-edge AI innovation, we created a **unique algorithm to dynamically optimize portfolio allocation** to create risk-adjusted, superior returns on the S&P100 universe of equity.

Builds on our industry-proven AI technology blocks

- **integration of live-news** based on NLP, LLMs and knowledge graphs
- **covariance estimation** with sparse data
- **high-precision forecasting**

Advantages

- **Daily rebalancing** of portfolio allocation to adapt to changing markets based on volatility forecasts and covariance estimation
- **Seamless scaling** to 100+ assets in the portfolio through news-informed hierarchical clustering
- **Outperforms benchmarks**, especially in volatile times

inait provides a return of 15+% at Sharpe 1.5 when leveraged up to 1.5



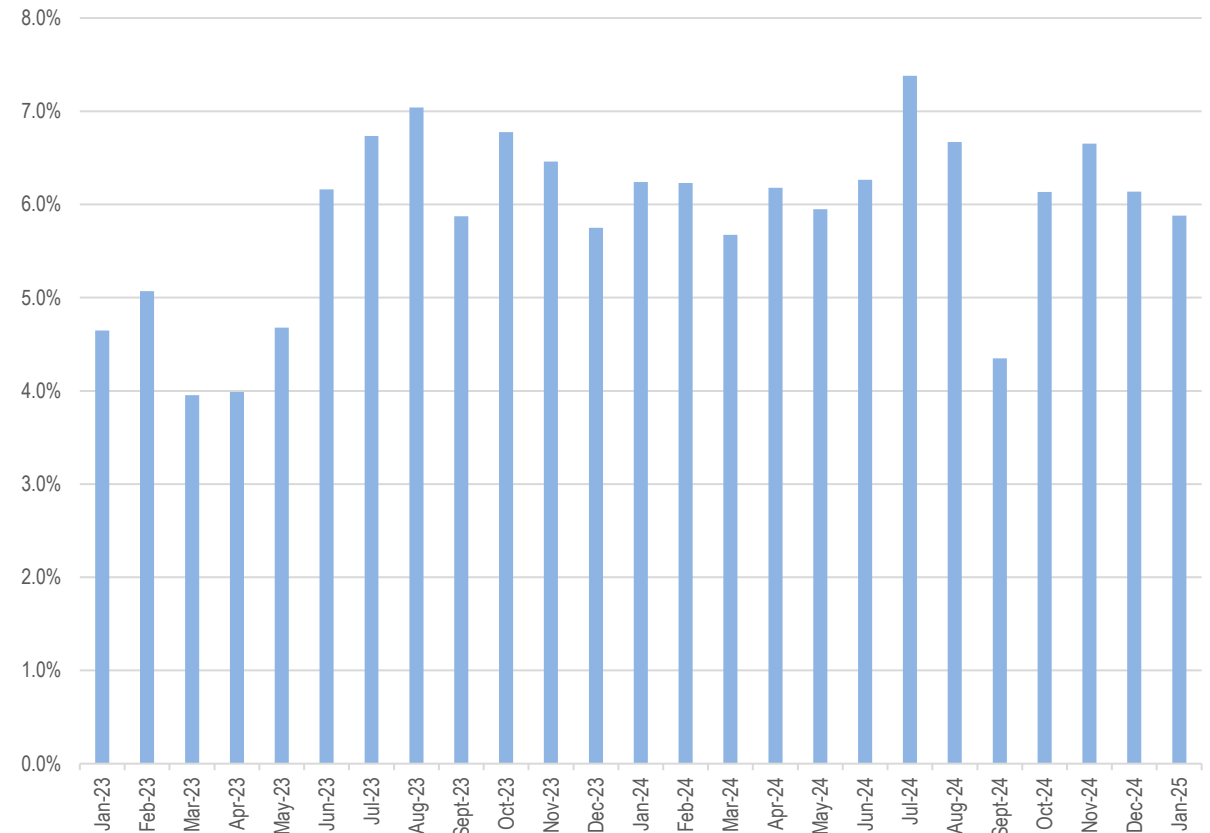
# ICON Parkside Real Estate

PARKSIDE CAPITAL GROUP  
Real Estate | Participations

An investment strategy by  
**ICON**  
ASSET MANAGEMENT

Icon Parkside Swiss Real Estate I Strategy (ISIN: CH1274739270) provides investors with dynamic exposure to a curated portfolio of Swiss real estate assets. The strategy focuses on capital appreciation and income generation by actively selecting a mix of private real estate companies and property developments, all secured by mortgage notes. The AMC is managed with a flexible allocation approach, allowing adjustments based on market conditions, interest rates, and sector trends. It may include residential and commercial properties to diversify risk and enhance returns. Additionally, the strategy incorporates ESG considerations, leveraging Switzerland's stable property market and regulatory framework to optimize long-term value.

The ICON Parkside Real Estate Strategy is a cooperation between ICON Asset Management and its subadvisor Parkside Capital Group.



Return chart (net)

## ICON Strategic Consultancy Group

- **Mission:** Support defense and intelligence entrepreneurs
- **Team:** Backgrounds in military, government and NGO service
- **Technologies:** Effective, disruptive, and widely applicable

## Expertise & Achievements

- **Cybersecurity:** Led by former Head of Cyber Warfare at the White House; projects like Level 3 Zero Trust
- **Semiconductors:** Guided ARL semiconductor chip design company through two development stages
- **Investor Relations:** Balancing security needs with commercial demands

## Our Approach

ICON's unique expertise and solutions-based financial engineering ensure continuous success for both Swiss clients and investors. We remain dedicated to balancing security and commercial needs, driving evolutionary solutions in the Swiss marketplace.

## Service Areas

1. Capital Formation
2. Governance
3. Strategy
4. Business Development
5. Wealth Management & Estate Planning

## Commitment to Excellence

- **Network:** Maintains a robust network of subject matter experts
- **Differentiation:** Solutions-based Swiss financial engineering approach
- **Continuous Improvement:** Ongoing development and success for Swiss clients and investors



Thomas  
Colucci

Head of Strategic  
Consultancy



Heather  
McMahon

Consultant



# CONTACTS

Email: [Info@IconAsset.com](mailto:Info@IconAsset.com)

Tel: + 41 44 201 6410

Weisses Schloss

General Guisan Quai 30

8002 Zurich Switzerland

Swiss FINMA regulated.

SEC Registered ERA 309138.

CTA NFA 0508527