

Invest in global experience

J.P. Morgan Asset Management

February 2011

A heritage of excellence, gained over 180 years

J.P. Morgan Asset Management, the asset and wealth management business of JPMorgan Chase & Co., has been formed by the union of some of the world's leading financial companies. These include J.P. Morgan, Chase Manhattan, Robert Fleming, Bank One, Bear Stearns and Washington Mutual. We can therefore trace our origins back almost 180 years to the Morgan family's first entry into merchant banking in the late 1830s.



Global locations

- Over 16,800 employees worldwide
- Over 680 investment professionals
- Offices in more than 100 locations throughout the world

The Americas

Buenos Aires
Chicago
Cincinnati
Columbus
Costa Mesa
Dallas
Detroit
Houston
Indianapolis
Kansas City
Los Angeles
Milwaukee
Newark, DE
New Jersey
New York
San Francisco
Sao Paolo
St. Louis
Toronto

Europe

Frankfurt
Geneva
London
Luxembourg
Madrid
Milan
Moscow
Paris
Stockholm
Vienna
Zurich

Asia Pacific

Chennai
Hong Kong
Melbourne
Mumbai
Osaka
Panchiao
Seoul
Shanghai
Singapore
Taiwan
Tokyo

Leading financial names have shaped our growth

Our growth has been synonymous with many of the leading names in finance. John Pierpont Morgan was the leading US financier of the late 19th and early 20th centuries - helping to enable the creation of companies such as General Electric, US Steel and AT&T. Other leading names to shape our company include Robert Fleming, a financier working in Scotland in the late 19th century. His determination to open up overseas investment to more private investors through collective investment earned him the name "The Father of Investment Trusts." Almost a century later, the 1970s saw Chase Manhattan become one of the leading US banks under the chairmanship of David Rockefeller.

A legacy of innovation that continues

This heritage has given us an exceptional drive to innovate and pioneer new markets. For example, we were one of the first overseas fund managers to establish a presence in Japan and Asia. We have innovated in areas such as style investing, dynamic investing and total return strategies. In 2004, we were one of the first major financial institutions to recognise the importance of expanding our investment capabilities by acquiring a majority interest in leading hedge fund group Highbridge Capital Management and then completing the purchase in 2009. By continuing our heritage of innovation and visionary thinking we aim to ensure our clients share in the most compelling opportunities today's investment markets offer.

Discover what it means to invest

Successful investing is driven by insight into opportunities, markets and portfolio strategies. Today, our advice, insight and intellectual capital drive a growing array of innovative strategies powered by new ideas, sophisticated analytics and a relentless focus on generating results for each client. Transforming insight into results is what we do at J.P. Morgan Asset Management.

"Our reputation has been built on a promise to put client interests forward, to generate original insight and to translate that insight into results."

Source: J.P. Morgan Asset Management as at 31 December 2010.

Insight + Process = Results

J.P.Morgan
Asset Management

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“The key is to tap into and share this knowledge: what we’ve learned in one country in a particular sector, for example, may be very useful in serving a client in a different region with different investment goals.”

* THOMSON REUTERS EXTEL SURVEY 2010:

Leading Pan-European Fund Management Firm

J.P. Morgan Asset Management won the Leading Pan-European Fund Management Firm award. Also in an outstanding testament to the research capabilities of the London-based J.P. Morgan Asset Management team, the firm’s analysts were awarded top ranks in 23 of the 32 specialised sectors surveyed.

Leading Pan-European Fund Management Team

In addition, for the fourth consecutive year, a J.P. Morgan Asset Management analyst was named the overall Leading Pan-European Fund Management Individual. Out of 3,342 buy-side individuals surveyed, top honours in 2010 went to Peter Lawrence, who covers the capital goods and aerospace and defence sectors for the business. 2009 winner Asif Jeevanjee was ranked in second place, with Peter Edwards and Steven Ho completing an impressive J.P. Morgan Asset Management presence in the top 10.

What is the Thomson Reuters Extel Survey?

The Thomson Reuters Extel Survey is an annual survey in which the investment community assesses the leading Pan-European financial companies and professionals. Quoted companies and sell-side analysts vote for the best buy-side analyst in each of 32 sectors. 2010’s survey reflects the contribution of 200 brokerage firms/ research houses and 650 of Europe’s largest quoted companies.

www.thomsonreuters.com
www.extelsurveys.com

How our size works to your advantage

Every day, we use our global presence to service our clients better. We have built an unrivalled global network of investment professionals, product specialists, sales and client servicing teams. So wherever you and your clients are located – and wherever you need to invest – the full strength of our global presence and insight is at your service.

This has helped J.P. Morgan Asset Management become the local manager of choice among intermediaries and end clients. In Europe, for example, J.P. Morgan Asset Management won the Leading Pan-European Fund Management Firm award in the [Thomson Reuters Extel Survey 2010*](#). In addition, for the fourth consecutive year, one of our analysts was named the overall Leading Pan-European Fund Management Individual, out of 3,342 buy-side individuals surveyed.

Confidence in our ability has helped us become one of the largest active investment managers in the world and in Europe (source: Lipper FMI as of June 2010, including liquidity). We manage assets of USD 1,298 billion** – a sign of our consistent investment performance and the longstanding trust that our clients have come to place in us.

Why choose J.P. Morgan Asset Management as your partner?

Putting our clients’ interests forward

- Be inspired by a proven partner
- Global scale, dynamic thinking
- Breadth and depth of expertise

A legacy of innovation

- Use our size to your advantage
- Partner with a global leader
- The right expertise wherever you need it
- Profit from our local presence

Performance built on principles

- Star teams not star fund managers
- Defined, disciplined processes
- Quantitative & qualitative analysis
- Integrated risks controls

Invest in our global experience

For more information please contact your usual investment adviser or visit www.jpmorganassetmanagement.lu

** Source: Includes Investment Management and Private Banking - As of 31 December 2010.

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