

## Macquarie Asset Management Launches “The Sharpe Advisor” Digital Educational Platform for Advisors Centered on Private Markets

**PHILADELPHIA, PA April 19, 2021** – Macquarie Asset Management (“MAM”) today announced the launch of [The Sharpe Advisor](#), a specialized digital resource for financial advisors that provides comprehensive educational content on private markets. With education as a key driver of success in bringing alternative investment solutions to financial advisors and their clients, Macquarie Asset Management aims to serve advisors with a practical guide to private markets investing with specialized content from industry experts and experienced allocators across asset classes.

“Financial advisors are not satisfied when it comes to alternative investments education. We see this as an opportunity to help advisors access usable resources and materials that will help them incorporate private market solutions in their practice,” said Shawn Lytle, global head of Public Investments, Macquarie Asset Management. “As private market products become more democratized to the mass affluent market, The Sharpe Advisor will arm advisors with the tools they need to best serve the needs of their clients.”

The Sharpe Advisor name is derived from the term “Sharpe ratio,” a measure of risk-adjusted return where portfolios with higher Sharpe ratios are considered superior relative to their peers. The complimentary experience includes a dynamic library of curated private markets educational content for financial advisors including:

- **10+ explainer videos:** Understanding key topics in 5 minutes or less.
- **10+ engaging webinars:** View on-demand and upcoming continuing education credit webinars.
- **45+ topics to master:** A library of practical terms and key concepts.

“Education is a cornerstone of our strategy and the launch of The Sharpe Advisor is our attempt to take the experience for advisors to the next level,” said Neil Siegel, global head of Marketing and Product, Public Investments, Macquarie Asset Management. “With this tool, financial advisors can master practical terms and key concepts through a variety of media – animated videos, live and on-demand webinars, and written thought leadership.”

Visit [delawarefunds.com/sharpe-advisor](https://delawarefunds.com/sharpe-advisor) to learn more.

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### About Macquarie Asset Management

Macquarie Asset Management (MAM) provides specialist investment solutions to clients across a range of capabilities including infrastructure & renewables, real estate, agriculture, transportation finance, private credit, equities, fixed income, and multi-asset solutions.

As at 31 December 2020, the MAM business had \$A550.9 billion of assets under management. MAM has over 1,900<sup>1</sup> staff operating across 20 markets in Australia, the Americas, Europe and Asia.

MAM, through its affiliates, has been managing assets for institutional and retail investors since 1980 in Australia and in the United States, retail investors recognise Delaware Funds® by Macquarie family of funds as one of the longest standing mutual fund families, with more than 80 years in existence.

<sup>1</sup> As at 31 December 2020

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