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Media Release

Macquarie Asset Management's The Sharpe Advisor recognized by industry awards as a leading alternative investments education platform

Philadelphia, 7 January 2022 – The Sharpe Advisor, Macquarie Asset Management's ("MAM") specialized digital resource for financial advisors that provides comprehensive educational content on private markets, has been recognized as a winner by the Investment Management Education Alliance ("IMEA") 2021 Star Awards in the digital education experience category and by the Think Advisor 2021 Luminaries in the thought leadership category for programs, products and services.

The Sharpe Advisor launched in April 2021 to serve financial advisors with a practical guide to private markets investing with specialized content from subject matter experts, industry education providers, and experienced allocators across asset classes. Within the alternative investment ecosystem, lack of education in the underlying strategies and structures of private markets products remains a key barrier for financial advisors looking to allocate these assets within portfolios¹. The Sharpe Advisor, which includes a continuously growing content library is designed to address the ever-changing needs of private markets strategies and allows financial advisors to access content in a variety of formats including, written thought leadership, on-demand webinars, animated explainer videos and podcasts. This comprehensive digital educational offering, along with MAM's recent announcement of the acquisition of Central Park Group, highlights Macquarie's approach to serving clients and becoming a leader in the US high net-worth alternatives sector.

"Education remains at the center of our strategy in supporting the democratization of the private markets to accredited investors," said Neil Siegel, chief marketing officer at Macquarie Asset Management. "We are delighted to receive this recognition from both IMEA and Think Advisor, which affirms the leading quality of MAM's private markets expertise and our education tools in adding value for financial advisors and their clients."

IMEA's Star awards program is designed to recognize the highest standards of excellence in communications and education efforts among investment management companies, and Think Advisor's Luminaries recognition program celebrates top advisors, executives, firms, teams and programs that are driving the industry forward.

To learn more about the Sharpe Advisor, visit <https://www.sharpe-advisor.com/education>.

1. Source: U.S. Alternative Investments 2021, The Cerulli Report.