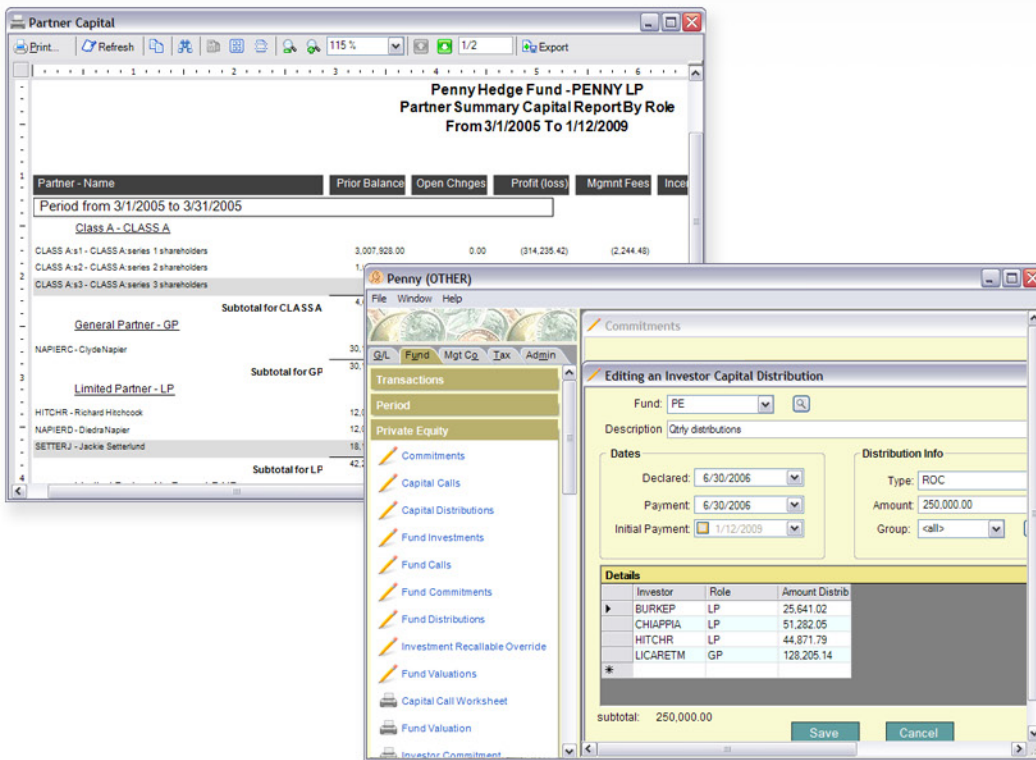


Penny® - It Works: for Private Equity Partnership Accounting

Even the most complex fund structures – nested, feeder, and Fund of Funds – are no problem if you use Penny® for your partnership accounting.



“ With Penny®, we can quickly answer any investor questions by tracking the unfunded and recallable amounts for both our investors and investments. ”

- Chief Financial Officer, Private Equity Fund of Funds Group



Handle Intricate Legal Entities

Penny® is purpose-built for the unique challenges of private equity funds:

- COMMITMENTS – through multiple rounds
- CALLS – track capital by amount or percent
- DISTRIBUTIONS – recallable or returns of capital

Investment Partner Accounting

On a deal-by-deal basis, Penny® tracks:

- CAPITAL RECORDS – and allocations
- ASSIGNMENTS – partner transfers
- FUND OF FUNDS – track investments
- TRANSACTIONS – actual and prospective
- FEES – unlimited investor roles and fees

Powerful Financial Forecasting

Described by Reuters as “the next best thing to a crystal ball” Penny® reports on:

- ESTIMATES – calculate net returns
- PERFORMANCE – linked ROR or IRR
- LIQUIDITY – gates, forecasts, assignments
- CASH FLOW – project future cash needs



“ Penny® is the most flexible investment partnership accounting tool in the industry.”

- Gerry Ranzal, CPA Partner-in-Charge,
Financial Services, Anchin, Block, Anchin, LLP

Technical Overview

Client Server Architecture
All you need is SQL-server and .NET.

Seamless Integration
Accepts feeds from Geneva®, MSPA®, and other portfolio management systems.

Fast Implementation
Initialize at any point and time and backload later by importing data from Excel or CSV.

Rapid Data Entry
Intuitive user interface supports multi-tasking.

Customization & Localization
Multiple currencies and date formats.
Developer API.

Powerful Reporting
Customizable reports. Audit trails.
PDF or Excel exports.

No-Risk Pricing

Simple monthly “pay-as-you-go” fee based on assets under management.
Average monthly per-user fee of \$800-\$1,500.

No large up-front licensing costs. No maintenance charges. Free quarterly enhancements.

Integration services available for large-scale conversions.

FREE Demo

Call Maria Solovieva at (914) 358-0016 to arrange a demo of Penny®-It Works.

Fast Facts

640 Funds
Using Penny®

141 Billion
Under Management

2.5 Seconds
to Close a Period

20 Percent
Top Administrators Use

3 Weeks
to Implement