

# Personal Risk, Analysis, and Asset Management Service

b2b.praa.ms

Presentation for Asset Managers May 2025

### **Executive summary**

Professional IT solution for tailored AI research, risk management, and portfolio management 180,000+ global stocks, bonds, indices, ETFs, FX, funds, and alternatives White-label, customisation, and turn-key options via API, web & mobile

Solution: scale up, expand EAM, and enhance analytics, risk and portfolio management

Value: +70% revenue and -40% costs

vs competitors: ultra-fast, 7x cheaper, the best portfolio modelling tool, full investment decisionmaking cycle, 1 week to integrate

### PRAAMS

API, web, and mobile IT solution for AI research, risk, and asset management Professional CFA-level research, risk, and portfolio methodologies employed by global institutions

Fully automated data collection, evaluation, analysis, and report generation

White-label and API integration

60,000+ stocks 120,000+ bonds 3,000+ ETFs



## Key team

Risk management, equity and fixed income research, and IT risk professionals at brokers, asset managers, investment banks, and stock exchanges in EMEA and North America since 2005

Responsible for \$1.5 trillion of assets under risk and 20 million individual clients

1,000+ individual client cases analysed



# Rinat Kirdan, CFA

Co-founder, CEO



### Kseniia Liagushkina

Co-founder, COO



### **PRAAMS: Analytics & Risk Management**

#### Instant analytics and risk management

White-label reports on 60,000+ stocks, 120,000+ bonds, 3,000+ ETFs (more coming soon), indices, funds, and alternatives available 24/7 in one click

#### Personalised trade ideas

Hundreds of trade ideas customised for the client's unique investment preferences & mandate

#### **Pre-trade risk warnings**

To enhance regulatory and mandate compliance, both the asset manager and the client receive a comprehensive view of any asset, accompanied by an easy-to-understand explanation



# **PRAAMS: Portfolio Construction & Optimisation**

#### Portfolio creation from scratch

- ✓ The asset manager can create efficient, customised portfolios for every client from a 180,000+ asset universe across 50+ parameters in less than 10 seconds, choosing from 7+ trillion options
- ✓ The asset manager can also create in-house ETFs and model portfolios, and pay no external fees

#### Portfolio analysis with personalised monitoring

- The system can analyse millions of prop and client portfolios, provide detailed reports, and monitor a wide range of customisable alerts
- ✓ Market and asset information is updated daily

#### Portfolio optimisation

- ✓ The asset manager or the client can initiate automated portfolio optimisation by single asset, by risk & return factors, or through full-portfolio including regular rebalancing recommendations
- ✓ It takes just 5 seconds to optimise any portfolio



# **Benefits and opportunities (1/3)**

#### Lead competition in a changed landscape

- ✓ A unique product offering leads to lower CAC, higher LTV, and growing client base of all sizes,
- ✓ Ability to scale up significantly and serve existing clients at 100x lower costs,
- ✓ Win through new competitive factors such as customisation, global coverage, ultra-fast speed, etc.

#### Meet rising compliance & regulatory requirements

- ✓ Clients always have 24/7 access to their portfolios, including analysis of the portfolio and each individual asset,
- ✓ The asset manager enjoys an improved reputation with the client, regulators, administrators, auditors, and others



# Benefits and opportunities (2/3)

#### Stronger portfolio performance through lower fees and costs

- ✓ Thousands of new client-tailored trade ideas, unachievable through manual, people-driven operations
- ✓ In-house, no-fee ETFs eliminate external fees and reliance on external providers
- ✓ Hundreds of model or topic-focused portfolios and customised strategies
- ✓ 7+ trillions of portfolio combinations to find your gems and avoid market overcrowding
- ✓ Seconds to model hundreds of portfolio options, supported by instant forecasting and backtesting

#### **Cost-effective**

- ✓ Increased profits through lower operating costs and unlimited scaling opportunities
- ✓ Enhanced quality of income and improved valuation multiples for the firm



# **Benefits and opportunities (3/3)**

#### Technology to augment people

- ✓ The asset manager builds trust and strengthens client relationships by automating routine tasks
- ✓ Affordable for smaller asset managers and family offices, thanks to low initial and ongoing costs
- ✓ Can be white-labelled and customised, integrating within one week

#### Unlimited External asset management opportunities

- ✓ With ultra-low cost and full automation, you can efficiently serve clients of other asset managers,
- ✓ EAM operations can be profitable, even when managing small portfolios and charging minimal fees



### Contacts

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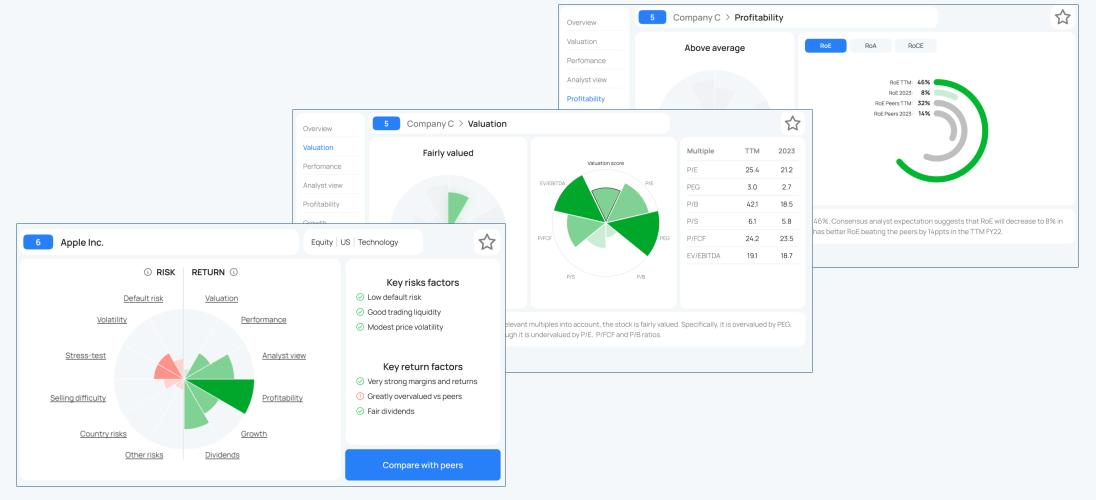
Rinat Kirdan, CFA

rk@praa.ms

Book a meeting https://calendly.com/rinatkirdan

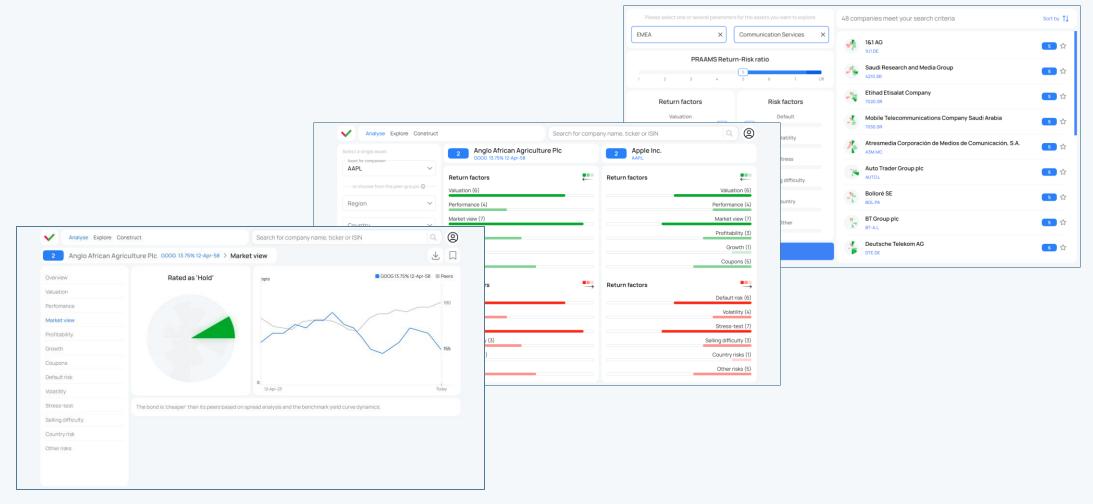
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### **Appendix I – web interface**



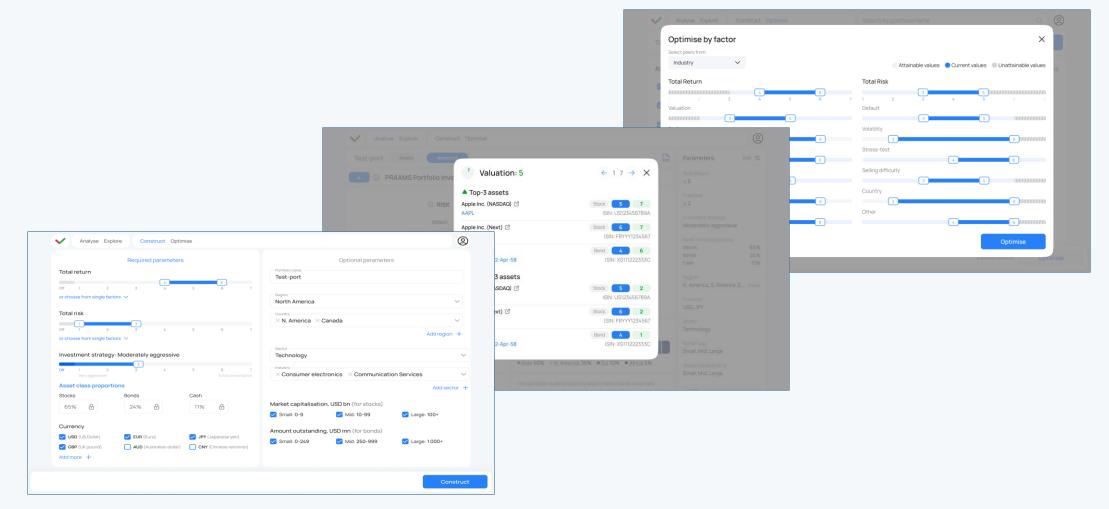


## **Appendix I – web interface**





# **Appendix I – web interface**

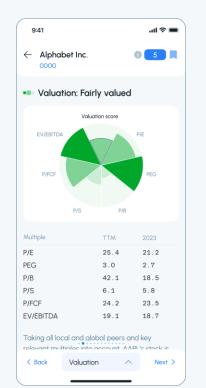




## Appendix I – mobile interface (iOS & Android)



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Return factors Attractive	Moderate
Valuation (6)	Valuation (6)
Performance (4)	Performance (4)
Market view (7)	Analyst view (7)
Profitability (3)	Profitability (3)
Growth (1)	Growth (1)
Coupons (5)	Dividends (5)
Risk factors	•••
Attractive	Moderate
Default risk (6)	Default risk (6)
Volatility (4)	Volatility (4)



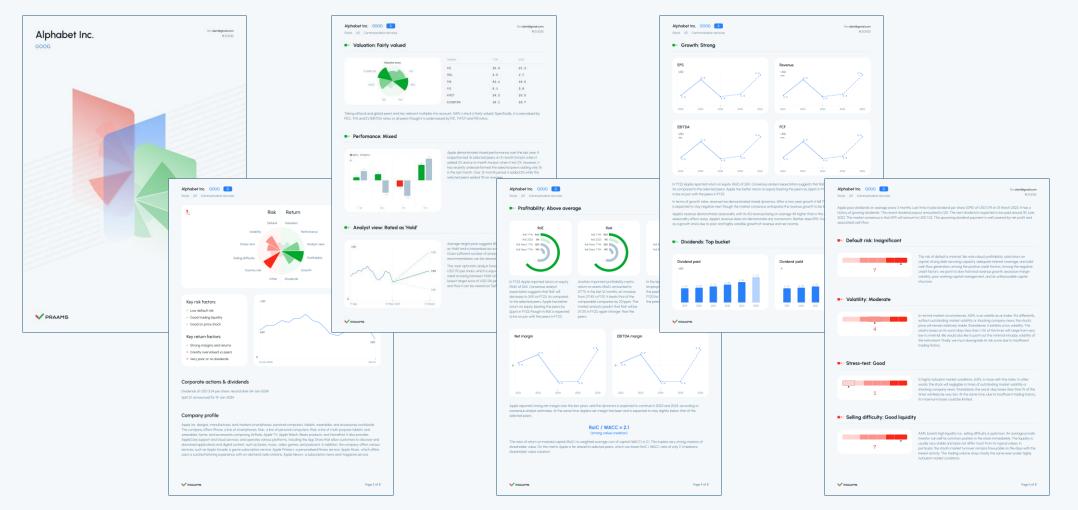








### **Appendix II – stock analysis report**





# **Appendix II – portfolio analysis report**



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Asset class	
Equity 60%  Bond 25%  Cosh 15%	Equity 60% = Bond 25%  Cash 15%
The portfolio is dominated by Asian ensuruments which one locans for high posted risk and poor liquidity. These are followed by European assess with 35% shore. These assets have one of the highwait liquidity among global instruments. The lost place gene to Arroam owner, which are usually the least liquid have high vability and shore-heat levels.	The portfals a dominator by Assen instrument's which are known for high condri risk and post building. These and followed by European assess with 35% show. These assess have one of the highest liquidity among global instruments. The tart place goes to African assess which are usuably the load highest have high validity and stress-test levels.
Region/Country	
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The portfolio is dominated by Alaxi instruments which as leaven for high credit rulk and poor liquidity. These are followed by Expression coresis with 355 share. These easith have one of the highest liquidity among global instruments. The last piace points in African careful, which are usually the least fiquid have high volatility and stress-test levels.	The portfolio is dominated by Acon instruments which are known for high-credit nik and poor liquidity. These assists halveved by European assess with 35% share. These assists have one of the highest liquidity arrang global instruments: The larg liquid ages to <i>Minsca</i> assess-which are audity the least liquid, have high valatility and stress-test levels.
Sector/Industry	
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Industralis 50% = Technology 35%  Presnesile KS	
industrials 50% = Technology 35%  Promotels 50% Consumer cyclical 35	Consumer cyclool 5%



### **Appendix III – IT stack**

#### CORE

#### MICROSERVICE

