DISCERN To Bring Repeatable, Sustainable Alpha
To Fund Managers on Alpha Theory Platform

Investors to Gain from Alpha Learning Engine and Workflow Automation

San Mateo, California – September 26, 2017 – <u>DISCERN</u>, a leading provider of "Intelligence on Demand" services for 'connecting data to decisions', announced that its platform has been chosen by Alpha Theory as the default business search engine for its fund manager customers. Alpha Theory's customers manage more than $200 billion in assets.

DISCERN makes the world of data more discoverable, accessible, useful and valuable to business operators, investors and lenders. Users are able to reduce time from 'awareness to informed decision', reduce blind spots and identify non-obvious sources of alpha.

DISCERN combines information from multiple data sources (free, paid, proprietary) to dynamically generate millions of, always up-to-date, Visualitics (visual analytics) tiles. Users are able to search for and purchase alternative data and select and share interactive Visualitics within their existing workflow and tools.

"DISCERN's platform automates non-alpha generating activities such as data management, visualization and sharing while simultaneously augmenting and enhancing alpha-generating activities in a repeatable, scalable, machine-learning framework" said Harry Blount, CEO of DISCERN. "Our partnership with Alpha Theory enables their fund customers to achieve more insights, more often and better returns".

"We are pleased to offer DISCERN's cutting edge solution to our clients," said Cameron Hight, CEO of Alpha Theory. "Our clients are at the vanguard of data and process improvement and DISCERN's data and analytics fit well with our clients' constant push to be the best."

DISCERN has begun to garner significant third-party recognition for its platform capabilities. According to Anthea Stratigos, CEO and co-founder of Outsell, "DISCERN has built what Google does for images but for data… they've created the holy grail for business decision-makers…This is the first platform I have seen that actually makes this work." <u>Is Your Data Ready?</u>

About DISCERN
<u>DISCERN</u>, a leader in visual business data search, makes data more discoverable, useful and valuable for business operators, investors and lenders. Business decision-makers gain a sustainable information advantage through DISCERN's next-generation platform, which leverages machine learning and cognitive analytics to augment human decision-making and automate workflow within customers existing tools and workflows. The DISCERN platform is the only solution that enables both interactive and passive business insight discovery. Founded in 2016, the company is privately held and is headquartered in the Silicon Valley.

About Alpha Theory

Alpha Theory™ is a patent-pending tool, originally designed by a hedge fund, to address the challenge of developing and maintaining an efficient portfolio. The process of ensuring portfolio efficiency involves more than selecting good investments; it requires that you have the highest exposure to your best ideas and the lowest exposure to your weakest ideas at all times. Although the concept seems simple, many funds struggle to maintain an efficient portfolio because they are forced to rely on memory and mental calculations to size positions while market data constantly changes.

Alpha Theory™ gives portfolio managers a framework to leverage their instinct and research to build a repeatable system for efficiently sizing positions in real-time. One inefficiently sized position can cost a fund millions of dollars and multiple inefficiently sized positions can put a fund out of business. As a result, this discipline of efficient position sizing is the closely guarded secret and competitive advantage of some of the largest, most successful funds in the world. Alpha Theory's™ solution enhances that competitive advantage and makes it available to the entire investment community.

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