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Best Nordic Fund Manager 2018 & Best Multi-Strategy Nordic Equity Fund (3 Years): Norron Target

Norron Asset Management

Norron Asset Management is a Nordic investment manager with offices in Stockholm and Oslo. Ulf Frykhammar talks us through the firm and the services it offers.

Drawing on a wealth of experience, Norron manages six daily traded UCITS funds of which three are hedge funds, and the primary focus is the Nordic capital markets. Ulf discusses the firm's fund offering in more detail and outlines the firm's investment process.

"At Norron, our core business is to manage absolute return funds and actively managed equity funds,

covering volatility brackets from 1% to full equity market volatility. Each portfolio manager has got their individual mandate, but they also have an area of responsibility in the investment team, hence, managing our funds is a true team effort. Norron's funds are available for any kind of investor through different distribution channels. Pension and insurance companies make up more than 50% of assets under management. The rest is divided between private banking, family offices and retail clients."

Fundamentally, Norron is a customer orientated asset manager with a product portfolio designed to solve client problems by replacing the usual risk approach with a client approach, where each fund is designed to solve a defined client goal. Ulf highlights how the firm's internal culture reflects this dedication to client service.

"To ensure excellence for our clients, we are an experienced team, and our fund managers each have more than 25 years of experience and have been exposed to many different situations and events impacting the industry, both globally and regionally. We have a very good track record going back many years that demonstrates this."

Ultimately, the future looks bright for Norron as it takes on new staff to build upon its current success, as Ulf explains in his concluding comments.

"Overall, Norron's ambition is to contribute to resolving today's challenges in the markets for pensions and long-term savings by offering products to reduce the uncertainty of future payments and to meet different clients' saving goals."

"Currently the firm is prospering, as we have recently taken on three additional members of staff, which is a very positive development. We are improving on our communication and the focus and aim going forward is to build greater brand awareness. We want to have an enhanced dialogue with our clients and better inform our stakeholders about what we do and how we do it – this is part of our commitment of having a transparent and sustainable approach at all times."



Ulf Frykhammar Fund Manager
/ Managing Partner