



## 100 women in hedge funds®

### Investor-Driven Shareholder Activism: Disruptive, Constructive and Still Profitable

October 23, 2013 at 6:30 PM  
Zurich

The Wall Street walk, when shareholders, unhappy with a publicly traded company's performance, sell their shares, has undergone a paradigm shift. Since the financial crisis of 2008, shareholder activism is increasingly being used by investors to define corporate policy, influence board agendas and perpetuate social change. Beyond these objectives, institutional investor activists are, directly or indirectly, strategically flexing their muscles and using their financial firepower to generate returns by allocating to a legitimate new asset class.

Key questions are:

- Which activism investment strategies are institutional and hedge fund investors embracing?
- Are they acting as active or passive players? Or merger and acquisition catalysts?
- Is their objective short-term and strictly profit-oriented? Or are they engaging as long-term partners that want to do good, plus enhance shareholder value?
- What are the risks and rewards of engaging in such a strategy?

Join us as our panelists address these issues and present case studies where shareholder activism has achieved its goals and others where it went wrong.

#### Participants

**Gregor Greber**, zCapital

**Friederike Helfer**, Cevian Capital

#### Event Details

**Date:** October 23, 2013

**Time:** 6 PM Registration.

We will begin *promptly* at 6:30 PM; please arrive early. Since it is disruptive to everyone when latecomers enter the session, those arriving after an education session has begun will only be admitted at the discretion of 100WHF and the host. Please note the start time on this invite and plan to arrive early.

Networking and cocktails before and after session.

**Hosts:** Bloomberg and Cevian Capital

**Location:** Bloomberg Business News

Seidengasse 20, **Zurich**, 8001, Switzerland

**RSVP:** [RSVP Now](#)

If you have any questions about this event, please contact the [Zurich Education](#) committee.

**This event is NOT FOR ATTRIBUTION. All 100WHF events are private events and we require that no one reports publicly on any aspect of them.**

**Admission to this event is free, but there is a 30 CHF charge if you register and do not attend (even if you cancel in advance). No-show proceeds will be donated to The Roger Federer Foundation, 2013 beneficiary of 100WHF's Swiss philanthropic initiatives.**

If you have no-show fees in arrears, the system cannot register you for an event. You can view and pay for any outstanding no-show fees online from your [Member Profile](#)

Space is limited. No walk-ins will be permitted.

## Biographies

### **Gregor Greber**, CEO, zCapital

Gregor Greber (1967) is responsible for zCapital's sales, marketing, distribution and corporate governance activities.

Gregor Greber held executive positions at Julius Baer, UBS, Deutsche Bank, Lombard Odier Darier Hentsch, and most recently at Bank am Bellevue. He has 22 years of experience in Swiss equities, from research and sales to trading and capital market transactions. His corporate finance experience ranges from IPOs and convertible bond issues to mergers and acquisitions. In addition to capital market transactions, he has arranged corporate financial restructuring and refinancing solutions.

Gregor Greber holds a diploma in management and economics from the School of Business Management Zurich. He is married and has three children.

### **Friederike Helfer**, Partner, Cevian Capital

Ms. Helfer is a Partner of Cevian Capital. She is nominated for election to the board of directors of Valmet, a Finnish Engineering company to be demerged from Metso (pending shareholder approval on Oct 1, 2013). Ms Helfer is Cevian's lead partner on two other Cevian investments, UK listed companies Alent and Vesuvius. Her day-to-day work includes working with the portfolio companies to identify scope for operational and strategic improvement, as well as identifying potential new investments.

Ms. Helfer is an Austrian national based in Lachen, Switzerland. Prior to joining Cevian, she was Engagement Manager at McKinsey & Company where she worked from 2004 to 2008. Ms. Helfer holds a M.Sc. in Real Estate Development from Massachusetts Institute of Technology, and a Dipl.Ing. (M.Sc. equiv.) in Urban Planning from Vienna University of Technology. She is a CFA charterholder.

# Bloomberg

## About Bloomberg

The Bloomberg Professional service draws on our core capabilities and sits at the center of our offerings, giving information on every asset class - from fixed income to equities, foreign exchange to commodities, derivatives to mortgages-integrated in one place and delivered in real time to your desktop or mobile device.

Along with this robust information set, you have access to all the news, analytics, communications, charts, execution platforms, and customer support you need to put knowledge into action.



## About Cevian Capital

With more than USD 10 bn AuM, Cevian Capital is the largest and most experienced activist manager in Europe. Cevian takes substantial equity ownership stakes (typically 5-15%) in a limited number of undervalued companies (10-12 core holdings), and works to add value through operational, hands-on activism. Cevian is actively and deeply involved in portfolio companies, and has directly taken board seats in more than half its investments since 1996. Cevian is a long-term investor with a typical holding period of more than three years, which is backed through its capital structure (investor lock-ups). Neither shorting nor leverage is part of Cevian's strategy. Cevian employs c. 20 investment professionals and has offices in Pfäffikon (Switzerland), Stockholm and London. Current investments include Panalpina, Bilfinger, Volvo, Danske Bank, and Metso.

## About 100 Women in Hedge Funds ([www.100womeninhedgefunds.org](http://www.100womeninhedgefunds.org))

100 Women in Hedge Funds is a global, practitioner-driven non-profit organization serving over 12,000 alternative investment management investors and professionals through educational, professional leverage and philanthropic initiatives. Formed in 2001, 100 Women in Hedge Funds has hosted more than 400 events globally, connected more than 250 senior women through Peer Advisory Groups and raised nearly \$30 million for philanthropic causes in the areas of women's health, education and mentoring.