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IMMEDIATE RELEASE

**J.P. MORGAN ASSET MANAGEMENT LAUNCHES**  
**THE UNIVERSITY FANTASY FUND MANAGER FOR THIRD CONSECUTIVE YEAR**

**Hong Kong, 18 October 2011:** J.P. Morgan Asset Management (JPMAM) today announced the launch of the University Fantasy Fund Manager 2011 (UFFM). Now in its third year, the UFFM has again been expanded and this year 10 colleges and universities will take part. To further encourage students to take part in this educational competition, additional awards will be available. Winners will also be invited to attend an exclusive Fund Manager Sharing Session, where an award-winning fund manager will share his valuable investment experience and insights. In addition, one of the winners from the Group Challenge will have the opportunity to become a summer intern with JPMAM in 2012.

Launched in 2009, the UFFM was founded and solely sponsored by JPMAM to provide university students in Hong Kong with an opportunity to gain realistic investment experience in global fund investing and portfolio management. The UFFM 2011 consists of an Individual Challenge and a Group Challenge. Students from all disciplines studying in the 10 local universities\* are eligible to sign up for the competition.

As in previous years, the competition has attracted students not only from business faculties but also those majoring in the arts and sciences. While there are still two weeks before registration closes on 30 October 2011, over 1,000 students have already signed up for the competition.

Speaking at the University Fantasy Fund Manager 2011 opening ceremony today, Mr Terry Pan, Head of Hong Kong Business at JPMAM, said, "We are delighted to see that the UFFM, now in its third year, is proving to be a successful educational competition that is well-received by university students in Hong Kong. Encouraged by continued strong support from the local universities, we believe that the UFFM will continue to provide students with an invaluable opportunity to gain realistic investment experience through competition, as well as investment education."

The UFFM series was established by JPMAM to provide students with investment education courses, comprising basic knowledge of fund investing, portfolio management and market analysis. The courses will include: 1) Behaviourial Finance – why buy high, sell low again? and 2) Do hedge funds

really hedge? and will be run on the university campuses. Participants who successfully attend all courses will receive a Certificate of Attendance from JPMAM.

In the Individual Challenge, a participant is granted USD10 million in 'virtual money' to construct and invest in a portfolio of funds managed by JPMAM in Hong Kong. The performance of the participants will be judged according to the actual performance of J.P. Morgan funds for the period 1 November 2011 to 30 March 2012. In addition to the existing Performance Award for this challenge, which will be given to portfolios with the highest investment returns, the Best Sharpe Ratio Award has been introduced this year to recognise portfolios with the highest Sharpe ratio.

For the Performance Award, the best performer, 1st runner-up and 2nd runner-up will be awarded HKD3,000, HKD2,000 and HKD1,000 respectively for fund investment into a new account to be set-up with JPMAM. For the Best Sharpe Ratio Award, the top portfolio winner, who has the highest Sharpe ratio at the end of the competition, will receive HKD1,000 for fund investment into a new account to be set-up with JPMAM.

Monthly Performance Awards and the Monthly Best Sharpe Ratio Awards have also been introduced this year and will be given to the portfolios with the highest return and best Sharpe ratio, respectively, in each month during the competition period. Each winner will receive a HKD200 bookstore coupon.

As for the Group Challenge, which is a team-based and simulated portfolio-building competition, participants are required to register in 4-5 member teams. The teams are then given a scenario where they have to develop a tailor-made investment proposal to give portfolio recommendations that meet the return expectations and risk appetite of the 'virtual client.' An Investment Discussion Forum will also be organized, where investment specialists from JPMAM will share investment insights with the participating teams and address questions from team members. The shortlisted teams will then present to a panel of judges and their investment proposals will be evaluated based on structure, technicality, suitability and presentation. The best-performing team, 1st runner-up and 2nd runner-up will be awarded HKD20,000, HKD10,000 and HKD5,000 respectively for fund investment into a new account to be set-up with JPMAM.

All winners will each receive a Certificate of Merit awarded by JPMAM and a JPM Investment Academy 3-in-1 Learning Kit. They will also be invited to attend an exclusive Fund Manager Sharing Session, where an award-winning fund manager will share his valuable investment

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experience and insights. In addition, one of the students from the Group Challenge will have the opportunity of a summer internship with JPMAM in 2012.

Details of the competition are also available at <https://www.jpmorganam.com.hk/uffm>

\*Participating universities: City University of Hong Kong, Hang Seng Management College, Hong Kong Baptist University, Hong Kong Shue Yan University, Lingnan University, The Chinese University of Hong Kong, The Hong Kong Polytechnic University, The Hong Kong University of Science and Technology, The Open University of Hong Kong and The University of Hong Kong.

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Notes to Editors

J.P. Morgan Asset Management (“JPMAM”) is the brand name of J.P. Morgan Chase & Co’s asset management companies, including JPMorgan Funds (Asia) Limited.

J.P. Morgan Asset Management is a global asset management leader providing world-class investment solutions to clients. With about US\$1.3 trillion in assets under management (the Asset Management client funds of J.P. Morgan Chase & Co. as at 30 September 2011) and offices in 41 locations around the world, J.P. Morgan Asset Management offers global coverage with a strong local market presence, and leadership positions in most asset classes.

Commitment to Hong Kong

JPMAM’s investment management business in Asia has remained headquartered in Hong Kong for more than three decades and today has over 500 employees based in this location. JPMAM and its investment arm - JF Asset Management - are one of the largest local investment managers in Hong Kong with over US\$75 billion (30 September 2011) of funds managed across the Asia Pacific region.

As part of a major global investment group, we are committed to providing specialist teams with the resources needed to deliver successful products and performance to our clients. The Hong Kong-based Pacific Regional Group, together with the local presence of the Global Portfolios Group, Global Multi Asset Group and Global Fixed Income Groups, forms the core of JPMAM’s investment management operations. In addition to the knowledge and experience of our individual investment professionals, the stability of the team has enabled JPMAM to develop strong relationships with local clients.

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