

## About Us

Terra Nova Asset Management LLC was founded in 1998 as a partner owned, independent investment advisor, and is registered with the U.S. Securities and Exchange Commission\*, and as a fund manager with the Commission de Surveillance du Secteur Financier\*, Luxembourg.

Before we started Terra Nova Asset Management LLC in 1998, all partners worked for European and U.S. financial institutions which served mass markets, often with, in our opinion, little concern for the individual interests of their clients. Therefore, it became our mission to emphasize the personal relationships with our clients, and deeply commit to making a sustainable difference in their financial lives by designing investment strategies which put their interests first.

Many of our clients' fortunes have been built over time through successful entrepreneurship and dedication. Our interests are aligned with those of our clients. We seek to invest in companies for the long run and measure our success in growing our clients' assets over time, and the trust our clients place in us. Our focus is on time, and not timing, and on long-term performance, rather than competing with short term market averages. We believe in long-term investing with an emphasis on quality, diversification and risk management.

We develop investment strategies based on a deep understanding of each client's individual financial needs and goals. We believe that trusting relationships with our clients are the main pillar of investment success and client satisfaction. We enjoy working together with our clients, some for over 10 years, with the goals of growing their capital in strong markets, and preserving it in down markets.

*\*This registration does not imply any level of any skill or training.*

## Our Team

Terra Nova is owned by its partners.

Together, we have over 50 years of experience as asset managers, and give each of our clients direct access to one of our partners at all times. Continuity in relationships and a genuine interest in our clients’ financial success have built our company since 1998.

### **Petra Peters**, Founding Partner and CEO



Petra Peters is a founding partner and the Chief Executive Officer of Terra Nova Asset Management LLC. She started her professional career in the banking industry in 1979 and has been active in asset management since 1982, moving to New York City in 1986.

Immediately prior to founding Terra Nova in May 1998, Ms. Peters had responsibility for the Asset Management Department of Commerzbank Capital Markets Corporation, NY, a wholly owned subsidiary of Commerzbank AG, Frankfurt, Germany, which she joined in 1989 and where she held the title of Senior Vice President. In addition to overseeing the administration of individual accounts, she designed and advised specialized funds tailored to the requirements of international private and institutional clients. Her first ten years as a professional were spent at Dresdner Bank AG, which included a two year stay at its London, UK Branch, and three years as Vice President of its Investment Banking subsidiary in New York.

*“I have always been a strong advocate for an environment, that allowed me to give my clients priority over product at all times, and to pursue a truly client relevant investment strategy. With this personal mission in mind, we started Terra Nova Asset Management LLC.”*

## Daniel Baumgartner



Daniel Baumgartner is a founding partner of Terra Nova Asset Management LLC. Prior to the firm's founding, Mr. Baumgartner was responsible for marketing, development of special US-Investment products, as well as customer acquisition and relationship management in the Asset Management Department of Commerzbank Capital Markets Corporation, NY, a wholly owned subsidiary of Commerzbank AG, Frankfurt, Germany, which he joined in 1993 and where he held the title of Vice President.

After receiving his BS degree (Finance/International Business) from New York University in 1983, he started his professional career at Swiss Bank Corporation, New York, in Corporate Finance and later moved to the Correspondent Banking area in Zurich. In 1989 he joined Deutsche Bank AG, New York, where he was responsible for U.S. Cash Management Products & Services.

*“As an independent advisor, I find the freedom rewarding to provide our clients with honest and appropriate investment advice.”*

## Antje Ballin

Antje Ballin Operations Manager at Terra Nova Asset Management since May, 2014, is responsible for account related issues, financial reports, administrative duties and client liaison. She grew up in Essen, Germany, and graduated from The University of Akron, Ohio. Prior to joining our team, she worked as a Global Account Manager for a major export company.

*“My priority has always been to be pro-active in anticipating my clients’ concerns in a timely fashion, address them and help to find swift solutions.”*



## Constantin R. Boden



Constantin R. Boden started his professional career at Bank of Boston after graduating from Harvard Business School with an MBA. He held a variety of senior positions including Head of Domestic Specialized Banking, Chief Credit Officer and EVP of International Banking. He retired in 1995 and was active as a financial consultant and corporate board member until 2012. His association with Terra Nova goes back to its founding in 1998.

*“I have greatly enjoyed the change from analyzing a company’s credit-worthiness to analyzing the prospects of a company’s future share price expectations.”*



## Investment Strategy

We believe that the most important pillars of investment success are a clear understanding of our clients’ investment goals, risk tolerance and time horizon. Once investment objectives are defined and agreed upon with the client, we will determine individual investment strategies, asset allocation and the appropriate selection of asset classes.

We do not believe in forecasting the economy, interest rate and markets or political developments. Instead, we believe in investing in quality companies which show strong financials, earnings stability, solid growth, and a management with a sound vision of their market opportunities.

We combine an aggregate of investments in our accounts over time to achieve diversity instead of an over-concentration of investments, and risk diversification at all times. It is our goal that the aggregate of our investments, rather than some investments, sets the tone for a solid performance in up markets and, as well as important for preservation of capital, in down markets. It is all about time and not timing. We aim at low volatility and a degree of steadiness in our performance. We are multi-style managers with a bottom up approach based upon proprietary, company specific research.

We rebalance our portfolios regularly and only when there is a visible major market shift to the down side we may change asset allocation accordingly to preserve capital, but most of the time we will remain invested and avoid making market bets.

## Services

Our clients can expect experience, expertise and continuity in a relationship that is based on mutual trust and understanding with services that are customized to their individual investment goals with a maximum of transparency and flexibility.

We manage separate portfolios for high-net-worth individuals, based on the risk and investment objectives of each individual client. A client’s account is held with a third party financial institution of the client’s choosing. We work with a number of U.S. and European financial institutions, and are well able to assist our clients with the choice of an appropriate custodian who can provide account safekeeping, record keeping and insurance protection.

We manage the following categories of accounts:

- Regular investment accounts
- IRA accounts
- Pension accounts (401-k)
- Trust Accounts
- Foundation and Charitable accounts
- Profit sharing accounts/Keogh

What is Terra Nova Asset Management’s Fee Structure?

We offer a competitive fee structure, the level of which will vary with the size of an account. Fees are calculated quarterly in arrears based on the value of the account and are typically deducted automatically from the account.

## FAQ

### **What can clients expect from Terra Nova Asset Management?**

Our clients can expect experience, expertise and continuity in a relationship that is based on mutual trust and understanding with services that are customized to their individual investment goals.

First, we get to know our client, discuss and define his or her investment objectives and risk tolerance and then propose a client specific investment approach with the goal to match it with our client’s expectations. Once agreed upon, we define the investment objectives in writing to be signed by both sides and reviewed with the client yearly.

### **How to become a client of Terra Nova Asset Management**

After defining a client’s investment goals and approach, both parties sign an investment advisory agreement. Then the client chooses a financial institution, a custodian bank. This custodian will then be informed that Terra Nova Asset Management LLC is authorized to make investment decisions for the account only, and deduct advisory fees quarterly in arrears from the account.

### **Reporting**

In addition to the custodian’s monthly statements, Terra Nova also provides detailed reports showing account holdings, transactions, as well as tax related documents.

### **Staying In Contact**

We pride ourselves on keeping our clients abreast of the events that have may have an impact on wealth management and investment strategies.