

## **FORM ADV PART 2**

### **A. G. Bisset Associates, LLC**

71 Rowayton Avenue  
Rowayton, CT 06853  
USA

Telephone: (203) 866 3540  
E-mail [ulf@agbisset.com](mailto:ulf@agbisset.com)  
Website: [www.agbisset.com](http://www.agbisset.com)

**March 2012**

This brochure provides information about the qualifications and business practices of  
A. G. Bisset Associates, LLC

If you have any questions about the contents of this brochure, please contact us at  
[ulf@agbisset.com](mailto:ulf@agbisset.com)

The information in this brochure has not been approved or verified by the  
United States Securities and Exchange Commission (SEC) or by any State Securities  
Authority. Registration with the SEC does not imply a certain level of skill or training.

Additional information about A. G. Bisset Associates, LLC is available on SEC's website  
[www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

**MATERIAL CHANGES**

A.G. Bisset Associates, LLC (“A.G. Bisset”) is the successor to A.G. Bisset & Co., Inc.

A.G. Bisset initiated its investment advisory business on October 1, 2011 when the assets, liabilities, staff, investment advisory, currency management services and clients were transferred in a management buy-out from A.G. Bisset & Co., Inc. to A.G. Bisset Associates, LLC.

The reorganization was implemented to permit Mr. Alfred G. Bisset, the Founder of A.G. Bisset & Co., Inc. to retire after thirty years in the firm. Mr. Bisset is the Chairman of the Board of Managers of A.G. Bisset and his prior majority ownership has been reduced. The largest owner of A.G. Bisset is Ulf. J. Lindahl, its Chief Executive Officer, with an ownership in excess of 25%. The balance of the firm is owned by its other officers and employees, each with less than 25%, making A.G. Bisset Associates, LLC a company that is 100% employee-owned.

A.G. Bisset Associates, LLC assumed A.G. Bisset & Co., Inc.’s registration with the SEC as an Investment Advisor on October 1, 2011 through “Succession by Application” as A.G. Bisset & Co., Inc. ceased to provide investment advisory services.

## TABLE OF CONTENTS

	Page
<b>ADVISORY BUSINESS.....</b>	<b>4</b>
<b>FEES AND COMPENSATION.....</b>	<b>5</b>
<b>PERFORMANCE FEES AND SIDE-BY-SIDE MANAGEMENT.....</b>	<b>7</b>
<b>TYPES OF CLIENTS.....</b>	<b>7</b>
<b>METHODS OF ANALYSIS, INVESTMENT STRATEGIES, AND RISK OF LOSS.....</b>	<b>7</b>
<b>DISCIPLINARY INFORMATION.....</b>	<b>8</b>
<b>OTHER FINANCIAL INDUSTRY ACTIVITIES &amp; AFFILIATIONS</b>	<b>9</b>
<b>CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING.....</b>	<b>9</b>
<b>BROKERAGE PRACTICES.....</b>	<b>10</b>
<b>REVIEW OF ACCOUNTS.....</b>	<b>11</b>
<b>CLIENT REFERRALS AND OTHER COMPENSATION.....</b>	<b>11</b>
<b>CUSTODY.....</b>	<b>11</b>
<b>INVESTMENT DISCRETION.....</b>	<b>11</b>
<b>VOTING CLIENT SECURITIES.....</b>	<b>12</b>
<b>FINANCIAL INFORMATION.....</b>	<b>12</b>

## **ADVISORY BUSINESS**

A.G. Bisset Associates, LLC (“A.G. Bisset”) is the successor to A.G. Bisset & Co., Inc.

A.G. Bisset Associates, LLC initiated its investment advisory business on October 1, 2011 when the assets, liabilities, staff, investment advisory, currency management services and clients were transferred in a management buy-out from A.G. Bisset & Co., Inc. to A.G. Bisset Associates, LLC as the Founder of A.G. Bisset & Co., Inc., Mr. Alfred G. Bisset, retired after thirty years at the firm.

Mr. Alfred G. Bisset is a minority owner of A.G. Bisset Associates, LLC and is Chairman of its Board of Managers. The largest owner of the company is Ulf. J. Lindahl with more than 25%. The balance of the firm is owned by its other officers and employees, each with less than 25%. A.G. Bisset Associates, LLC a company that is 100% employee-owned.

A.G. Bisset Associates, LLC assumed A.G. Bisset & Co., Inc.’s Investment Advisor registration on October 1, 2011 as it applied for registration with the SEC as an Investment Advisor through “Succession by Application” as A.G. Bisset & Co., Inc. ceased to provide investment advisory services.

A.G. Bisset & Co., Inc. was founded in 1981 to provide currency hedging advice to corporations, institutional investors and professional money managers around the world. The company began to manage active currency hedging programs for institutional investors in 1988 and it initiated management of currency alpha programs for institutional investors in 2002.

A.G. Bisset Associates, LLC (“A.G. Bisset”) manages active and passive currency hedging programs and currency alpha programs for institutional investors worldwide.

A.G. Bisset also provides an Advisory Service that provides investment advice and timing advice on currencies, interest rates and equity markets based on models A.G. Bisset & Co., Inc. developed in 1983 and which A.G. Bisset now owns and operates.

The currency hedging and currency alpha programs are implemented by A.G. Bisset acting as a client’s Agent using foreign exchange trading lines and credit provided by counterparties to clients in their name and risk. Investment Management Agreements tailored to each client’s needs, objectives and risk appetite determine the scope of each currency mandate.

Currency positions are implemented in the name and risk of clients using currency spot and currency forward contracts in the global currency market. There is no use of options or futures.

All currency programs are managed with the company’s proprietary models that were designed to identify price-trends in currencies typically lasting a few weeks to a few months in duration. The output of the models is used to place and remove currency hedges while it is used in the currency alpha programs to buy and sell currencies to generate a profit.

The alpha program involves using strategies and disciplines that determine the size of the long and short currency position that are initiated as well as to apply varying degrees of leverage to those currency alpha strategies that may include leverage as part of the program.

## **A. G. Bisset Associates, LLC – Form ADV Part 2**

A.G. Bisset Associates, LLC does not manage any securities or fixed income products, nor does the company act as a Custodian.

As of October 1, 2011, assets under management in all currency programs were approximately \$2 billion. All assets are managed in a discretionary fashion as outlined in more detail in the Investment Discretion section.

A.G. Bisset's Advisory Service is as a research report, "Review of Emerging Trends," that is published monthly. It has been published continuously since 1984. In some cases, clients receive the output from the company's models communicated to them by e-mail.

The Advisory Service is furnished on an annual subscription basis.

### **FEES AND COMPENSATION**

A.G. Bisset's fee schedules for its currency hedging programs and currency alpha programs are set forth below. The fees are negotiable.

A.G. Bisset bills all clients for fees earned in arrears (normally quarterly). Fees are not directly deducted from clients' assets.

Pro-rated refunds will be made in the event a fee has been pre-paid.

A currency management program can be cancelled by A.G. Bisset with 30 or 90 days' written notice to a client as set forth in each investment management agreement.

Clients can suspend or terminate a currency management program with immediate effect by giving notice to A.G. Bisset.

#### **Integrated Currency Management Programs**

Management Fee only:

0.300% per year of asset managed up to 50 million  
0.250% per year of assets managed from 50 to 100 million  
0.225% per year of assets managed from 100 to 200 million  
0.200% per year of assets managed from 200 to 300 million  
0.175% per year of assets managed from 300 to 500 million  
0.150% per year of assets managed in excess of 500 million

#### **Active Currency Hedging Programs**

Management Fee only:

0.250% per year of asset managed up to 50 million  
0.200% per year of assets managed from 50 to 100 million  
0.175% per year of assets managed from 100 to 200 million  
0.150% per year of assets managed from 200 to 300 million  
0.125% per year of assets managed from 300 to 500 million  
0.100% per year of assets managed in excess of 500 million

**Passive Currency Hedging Programs:**

Management Fee only:

0.05% per year of assets managed

**Currency Alpha Programs (Unleveraged)**

Management Fee + 10% performance fee of net profits subject to High Water Mark

0.250% per year of asset managed up to 50 million

0.200% per year of assets managed from 50 to 100 million

0.175% per year of assets managed from 100 to 200 million

0.150% per year of assets managed from 200 to 300 million

0.125% per year of assets managed from 300 to 500 million

0.100% per year of assets managed in excess of 500 million

**Currency Alpha Programs (Leveraged)**

Management Fee plus Performance Fee:

Management Fee of 1.0% per year of assets managed, plus

Performance Fee of 20% of net gains subject to High Water Mark

**Advisory Service Fees:**

The Advisory Service is provided on an annual subscription basis with fees paid quarterly in arrears against invoice. Pre-payment is not required. The advisory fees are negotiable.

The annual fee for the research report, "Review of Emerging Trends," published monthly is \$5,000.

The annual fee for the company's timing advice varies with the coverage, starting at \$20,000 and ranging up to \$50,000.

**Commissions and other Fees:**

A.G. Bisset does not trade in commission generating securities.

A.G. Bisset does not charge any other fees other than the Management Fees, Advisory Subscription Fees and Performance Fees listed above.

A.G. Bisset is not aware of any other costs that would be incurred in an institutional currency management program that would be payable to A.G. Bisset.

Independent counterparty credit providers may charge clients fees or require collateral that is associated with fees or other charges that are determined and negotiated independently by clients and their counterparties. Please refer to the section entitled Brokerage Practices for more information.

## **PERFORMANCE FEES AND SIDE-BY-SIDE MANAGEMENT**

A.G. Bisset avoids potential conflicts of interest in the management of non-performance and performance fee based accounts by executing orders in a random fashion with counterparties.

A.G. Bisset does not trade for its own account and its employees are not permitted to trade currency spot and currency forward contracts for their own accounts.

Please refer to the section headlined Fees and Compensation for more information on the performance fees being charged.

## **TYPES OF CLIENTS**

A.G Bisset clients are public pension funds, pension plans, endowments, foundations, trusts, not-for profit, hedge funds, investment managers and High Net-Worth Individuals.

The required minimum for a managed currency account is \$1 million.

## **METHODS OF ANALYSIS, INVESTMENT STRATEGIES, AND RISK OF LOSS**

A.G. Bisset applies proprietary models to identify price-trends and directional changes in price-trends that typically have durations of a few weeks up to a few months, averaging approximately 2-4 months in duration.

The models utilize price-momentum to identify when a price is “over-bought” or “over-sold” in the short-term of 2-4 months within longer-term price-trends of a year or longer. The models rely on mean-reversion in those short-term trends to generate signals to buy and sell.

The models were developed in 1983 and have been applied to manage active currency hedging programs since 1988 and currency alpha programs since 2002.

The investment strategy and philosophy can be categorized as technical or quantitative.

The output of the models is applied systematically in a highly disciplined and rules-based process in A.G. Bisset’s active currency hedging programs to place and remove hedges on underlying currency exposures that are associated with clients’ investment portfolios. The objective of these active hedging programs is to reduce the risk of loss from currency translation losses when currencies decline in value, while permitting clients’ underlying investment portfolios to benefit from gains in underlying currency exposures when currencies rise in value.

Likewise, the output of the models is applied systematically in a highly disciplined and rules-based process in A.G. Bisset’s currency alpha programs coupled with rules that actively manages the leverage when an alpha program includes the use of leverage. The objective of the alpha program is to generate gains from buying and selling currencies, with or without the use of leverage as agreed with each client.

## A. G. Bisset Associates, LLC – Form ADV Part 2

All strategies are implemented using currency spot and currency forward contracts in the global currency market utilizing credit lines established by clients with counterparties for the purpose of A.G. Bisset acting and an Agent trading on their name and risk.

Investing in a managed currency program (hedging and/or alpha) involves risks. There are material risks of loss at any time and prospective clients should not invest in any investment product unless they are willing to bear the risk of losing their entire investment.

Risks that are specific to managed currency programs managed by A.G. Bisset include:

**Market Risk:** This is the risk that the positions taken by the manager will not benefit from the market environment. This specifically includes being long a currency when the currency declines in value; being short a currency when it appreciates in value; or not being short in a currency when it declines in value.

**Cash Flow Risk:** Since currency positions are initiated with counterparties using currency forward contracts for specific value dates and these contracts are closed by an offsetting currency spot or currency forward contract for the same value dates, gains and losses must be settled with cash. The settlement of a loss involves a client paying the loss to the counterparty on the value date. As a result, a client may have to liquidate a portion or all of an underlying investment to raise cash with which to pay a loss.

**Interest Rate Risk:** The price of a currency forward contract is determined by the spot price adjusted by the forward premium or discount, which reflects the approximate difference in interest rates between currencies. In an environment when the market does not move, or interest rates are changing, the forward premium or discount can result in a loss.

**Operational Risk:** This is the manager level risk that results from the inability to implement the investment program. These risks could be related to but are not limited to failures in the manager's infrastructure, technology, natural disasters or inability or omission to follow client guidelines or will full malfeasance.

**Counterparty Risk:** This is the risk that a counterparty (credit provider, i.e. trading bank or institution) will be unable to continue to provide credit or executed trades. In this event, a client could become unable to establish or exit currency positions resulting in the potential for substantial losses. Additionally, counterparties may fail or suspend trading for various reasons.

**Sovereign Risk:** This is the risk that currency exchange controls could be enacted when a manager has a position in a certain currency. Sovereign actions such as preventing the convertibility of a currency can create a situation where a client cannot deliver to or receive currency from counterparties or may have to settle a gain or a loss in an unfavorable manner.

## DISCIPLINARY INFORMATION

There have been no disciplinary actions taken against A.G. Bisset, its Officers or employees.



## **OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS**

### **Material Relationships between A. G. Bisset Associates, LLC and the following:**

A.G. Bisset & Company, Limited, a company that was 100% owned by A.G. Bisset & Co., Inc., became a 100% owned subsidiary of A.G. Bisset Associates, LLC on October 1, 2011.

A.G. Bisset & Company, Limited was incorporated in the United Kingdom in 2005 and became authorized by the FSA in April 2006. Its name was changed to A.G. Bisset Associate, Ltd on November 4, 2011.

A.G. Bisset Management, LLC, a firm formed by the prior owners of A.G. Bisset & Co., Inc., became a 100% owned subsidiary of A.G. Bisset Associates, LLC on October 1, 2011.

A.G. Bisset Management, LLC is currently inactive and is not registered with the SEC or any other government, state or self-regulating authority.

Broker-dealer, municipal securities dealer, or government securities dealer or broker:

A.G. Bisset has no relationships except in the instances where counterparty credit has been provided to a client by an institution that acts in one of the capacities listed above.

Lawyer and law firm

A.G. Bisset has an external law firm but does not use the relationship for introductions.

Insurance company or agent

A.G. Bisset has external insurance providers but does not use those relationships for introductions.

## **CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING**

### **Code of Ethics**

A. G. Bisset has a Code of Ethics (COE) that is provided to all employees annually and to all employees upon employment. The Code of Ethics is reviewed annually and if revised is provided in its revised form to all employees.

All employees must sign a written acknowledgment that they have received the company's current Code of Ethics.

The Chief Compliance Officer (CCO) is responsible for distributing and obtaining the written acknowledgment of receipt and agreement to the terms of the Code of Ethics from all employees.

## **A. G. Bisset Associates, LLC – Form ADV Part 2**

The key points of the Code of Ethics are:

1. Act as a Fiduciary and place key interests of the client first
2. Do not take advantage of the positions as a Fiduciary
3. Conduct all personal securities transactions in full compliance with the Code of Ethics including both pre-clearance and reporting requirements

The details are available in the complete Code of Ethics which will be provided upon request. Request may be made to:

Mr. Ulf J. Lindahl  
Chief Executive Officer & Chief Compliance Officer  
A. G. Bisset Associates, LLC, 71 Rowayton Avenue, Rowayton, CT 06853, USA

Tel: (203) 866 3540  
E-mail: [ulf@agbisset.com](mailto:ulf@agbisset.com)

### **Participation or Interest in Client Transactions**

A.G. Bisset and its Officers and employees do not have any participation or interest in any client transactions

### **Personal Trading**

A.G. Bisset and its Officers and employees are not permitted to trade in currency spot or currency forward contracts for their own account.

## **BROKERAGE PRACTICES**

A.G. Bisset does not trade in any commission generating instruments or engage in soft-dollar practices related to research or trading.

All currency programs trade only in currency spot and currency forward contracts in the global currency market.

Client transactions are made with credit providers (counterparties) that have provided credit to the client in advance of engaging A.G. Bisset to manage a currency program acting as an Agent for the client initiating and closing currency positions in the name and risk of the client.

Bisset may aggregate orders where more than one client have the same credit provider and are trading the same currency. Aggregation of orders is done because A.G. Bisset believes it is the most efficient means of execution in terms of using market liquidity and avoiding preferential treatment of a particular client or counterparty.

## **REVIEW OF ACCOUNTS**

A.G. Bisset reviews all client account and their performance on a daily basis. There is also a monthly review of client statements when they are generated at the end of each month. The reviews are made by the Chief Investment Officer and the Chief Executive Officer / Chief Compliance Officer.

Other reviews take place whenever client transactions occur. Specifically, these reviews focus on a program's adherence to client objectives, client guidelines, and client positions. These reviews are made by the Senior Currency Trader and by the Chief Investment Officer.

Client reporting involves producing client statements that are provided electronically on a daily, weekly or monthly basis (as required by each client) and in hard copy format by mail on a monthly basis to all clients.

The reports are standardized as to content and provide information on the investment results for the period measured, year-to-date, and since the inception of a mandate expressed in percent and in currency amounts and relative to a client's benchmark. The statements include all details of all transactions made during the measurement period and for open positions made in prior periods showing the P/L by currency and in aggregate. The statements also include graphs presenting the performance in an easily accessible snap-shot format.

## **CLIENT REFERRALS AND OTHER COMPENSATION**

A.G. Bisset has less than five clients that use soft dollars for investment advisory services as directed by the client to pay for the company's Advisory Service provided on an annual subscription basis. There is no conflict of interest in these arrangements because they are not established by A.G. Bisset but by the client.

Soft dollars are not used in relation to the company's currency management programs.

A.G. Bisset has one contractual relationship with one external marketing firm, which is a completely independent company that may make introductions of the company's investment advisory and currency management services and is compensated with a fixed percentage of the fees received by A.G. Bisset from an introduced client and for a predetermined period of time.

## **CUSTODY**

A.G. Bisset does not have any custodial functions for any of its client.

The client Custodian or delegated fiduciary is required to provide clients, at least quarterly, with reports that the client is able to compare to A.G. Bisset's reports for accuracy.

## **INVESTMENT DISCRETION**

A.G. Bisset manages assets in accordance with written investment management agreements and pre-established client guidelines using proprietary investment models. Discretion is reflected in

## **A. G. Bisset Associates, LLC – Form ADV Part 2**

action in accordance with the output of these models and associates implementation disciplines and rules-based processes. The models generate signals to buy or sell that are applied by A.G. Bisset.

Leverage is not used in the active and passive currency hedging programs.

Leverage can be applied in the currency alpha program as agreed in writing with each client in the investment management agreement.

Client limitations can include limiting the use of certain currencies, the duration of currency forward contracts, specifying specific value dates, and specifying “stop-losses.” Any and all limitations are discussed and agreed with clients prior to the initiation of a currency management program.

### **VOTING CLIENT SECURITIES**

A.G. Bisset does not trade any listed securities or any instruments that would ever have attached voting rights.

### **FINANCIAL INFORMATION**

A.G. Bisset does not require nor solicits prepayment of any advisory fees that exceed \$1,200 per client, six months or more in advance. Nor is A.G. Bisset subject to or has been subject to a bankruptcy petition.