

ARIAD

ASSET MANAGEMENT

ARIAD Patent Equity Strategy Profit from Intellectual Property



Background & the Strategy

Put the future in your portfolio – today

PATENT LICENSE AGREEMENT

This patent license agreement (hereinafter referred to as the "AGREEMENT"), is made and entered into by and between :
..... a corporation existing and organized under the laws of
..... its principal place of business
..... is an actual or potential smart card competitor of LICENSOR
..... and on behalf of its AFFILIATED

Intellectual Property as Indicator

What do these 39 companies have in **common**?



1. Takeover candidates



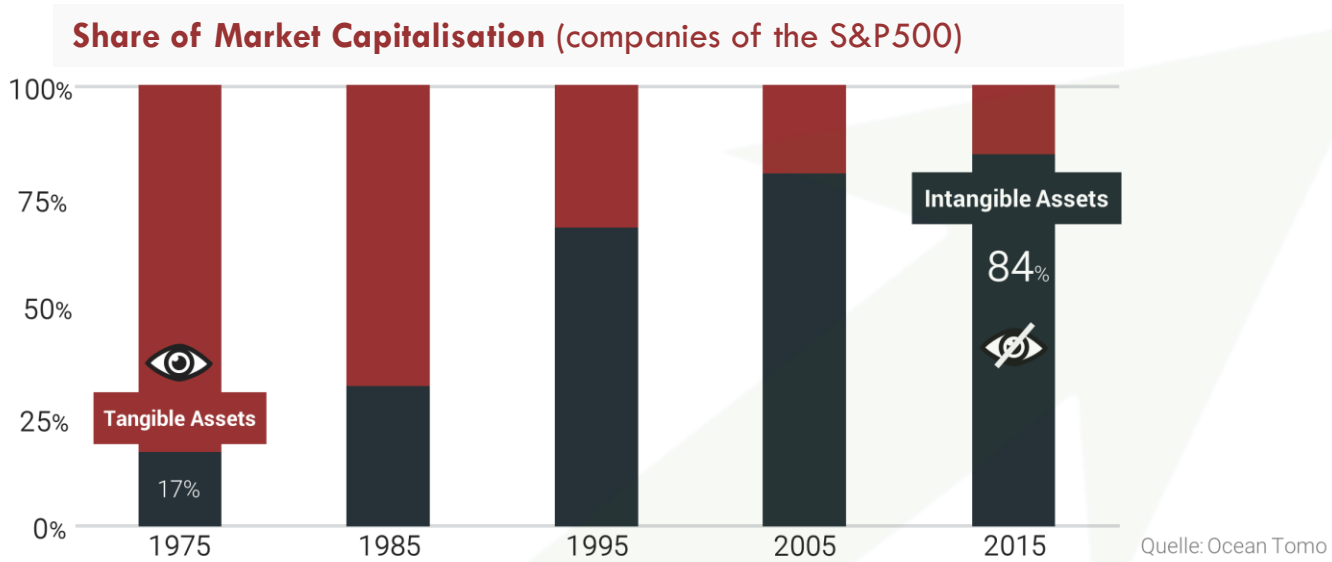
2. Technological sector leaders

Leadership protected by **patents**

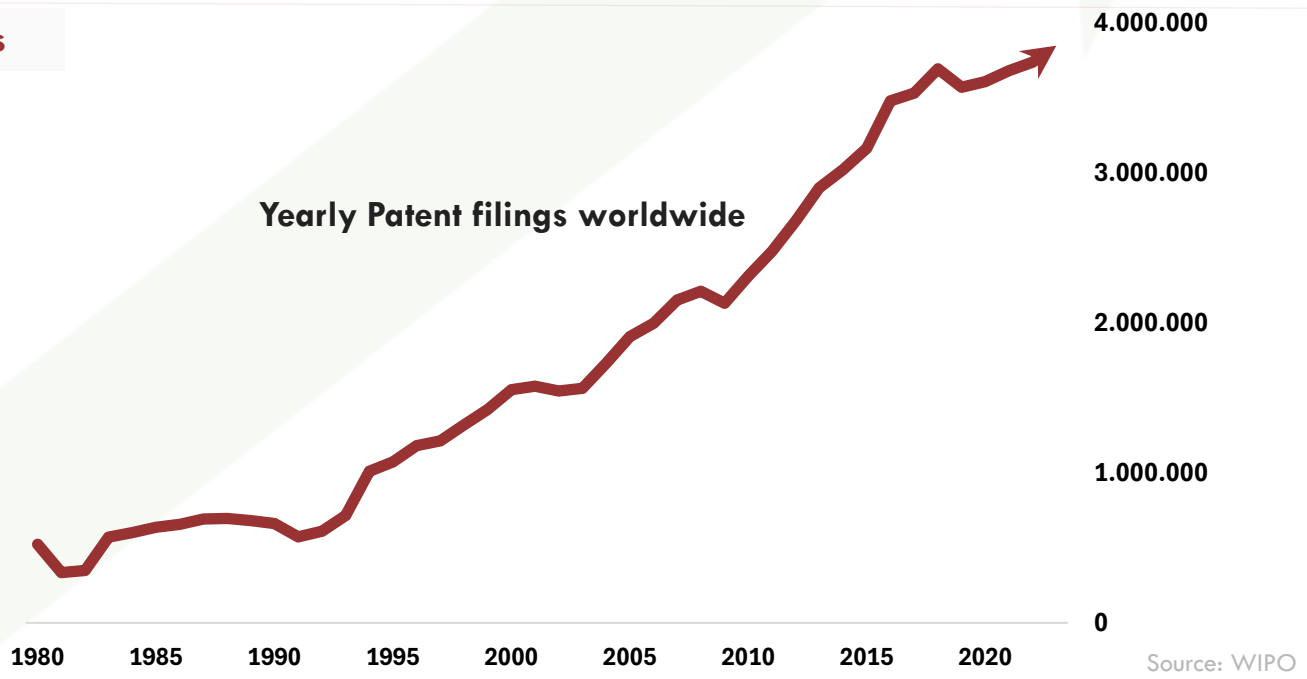


3. In our portfolio before takeover

Intellectual Property is highly relevant



Top-Innovators



Reasons for the growing relevance

- 1. Complex products**
... based on many patents.
- 2. Emerging economies**
... in eastern Asia are seeking industrial property rights.
- 3. Patent infringement suits**
... in recent years ensure a more effective use of industrial property rights.
- 4. Licensing income**
... is becoming increasingly important.

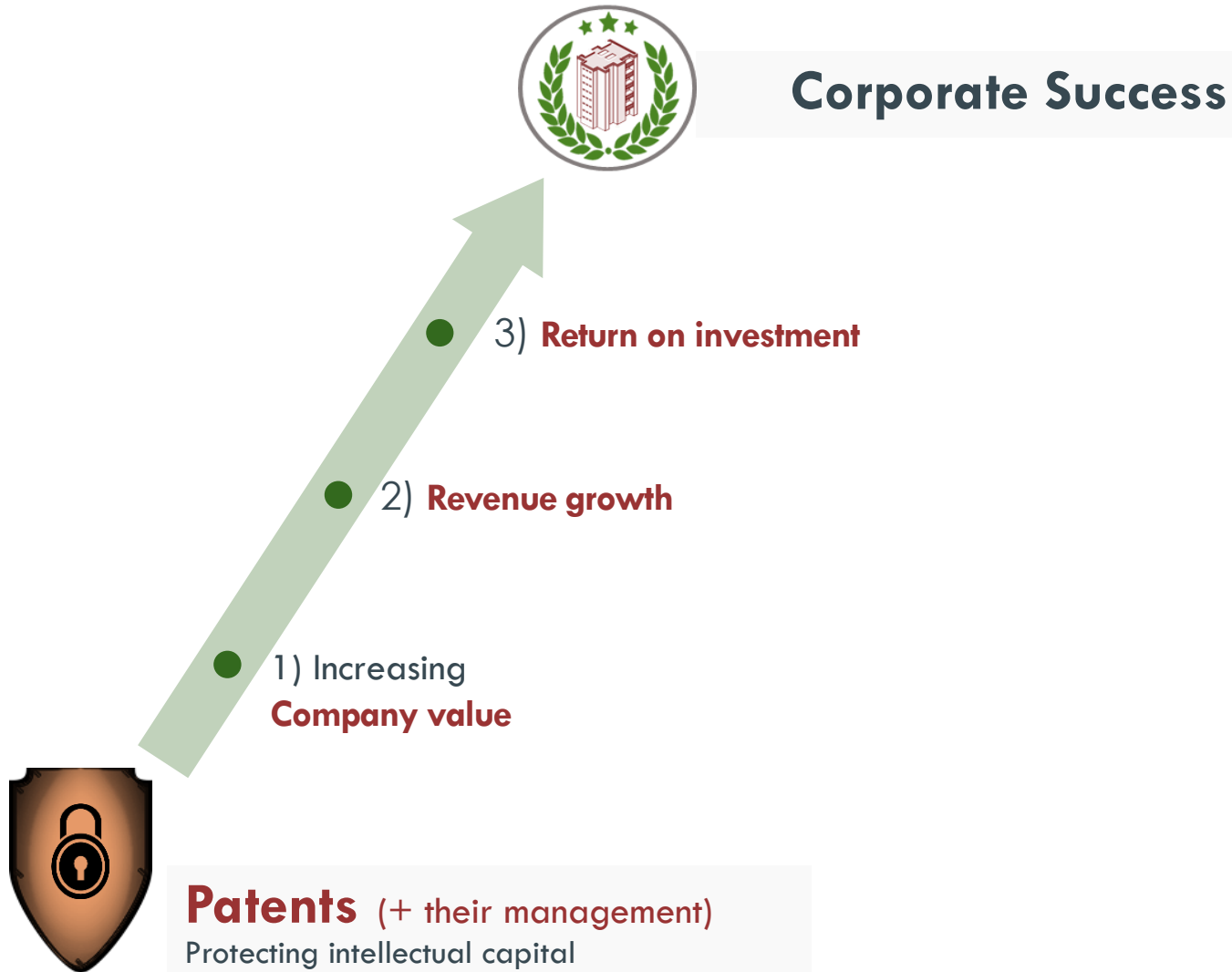
Company IBM:

- 1990: USD 30 million
- 2017: USD **1,193** million

Patents protect Innovations

... and have a scientifically validated.

positive influence on a company's success.



Scientific confirmation

- 1) Tobin (1969); Wernerfelt u. Montgomery (1988); Lang und Stolz (1994); Bosworth u. Rogers (2001), Lee u. Grewal (2004); ...
- 2) Powell u. Dent-Micallef (1997); Spanos u. Lioukas (2001); Baum u. Wally (2003); Wiklund u. Shepherd (2003); Desarbo et al. (2005); ...
- 3) Penner-Han u. Shaver (1995); Baum u. Wally (2003); De Carolis (2003); Tanriverdi u. Venkatraman (2005) ; ...

... also of the ARIAD patent approach!



Prof. Dr. Houdou Basse Mama
ESCP Europe (Berlin Campus)

"Innovative efficiency and stock returns: Should we care about nonlinearity?" – Finance Research Letters (2017)



Close cooperation



ARIAD patent approach & data
... scientifically verified

5

[illegible]

(71) Applicant: Muddy Water Farms, LLC, Madison, MN, US

U.S. PATENT DOCUMENTS

4,576,000	A	3/1998	Asyle	430/47
4,527,153	A	3/1998	Walcotow	2/98
5,255,325	A	5/1998	Acadme	6/28/97
6,972,850	A	10/1999	Chesow	0/28/198

6.299.278 A *	12.1995	Adair et al.	367.255
6.341.985 A *	1.1999	Blenderis et al.	369.590
6.154.308 A *	10.1998	Lee	378.540
6.146.351 B *	2.1995	Lee	382.964

6,946,593	12,000	Kangew	32,763
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7,036,483	5,200	Mps	381,162
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7,374,582	10/2/99	Sharma et al.	182,704
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2,395,664	30*	3/2004	Rance et al.	135/10
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2,340,348	32*	12/2003	Costello et al.	162/11
2,401,381	32*	7/2003	Aljabir	168/04

* cited by examining

(74) *Attorney's Agenda on Food*—John B. Fife: *Food Potentials* 1:18.

Methods are disclosed relating to the production of carbon-
filled that include steps such as harvesting a set of objects that

hogen, a crisis of color from the environment, placing the set of objects within a scene, capturing a set of images of the scene, adjusting color to the set of images, assembling a composite, then mirroring the composite image in a

1 Chain: 1 Drawing Sheet

v • ii

Variables

designation [...]
technical data[...]

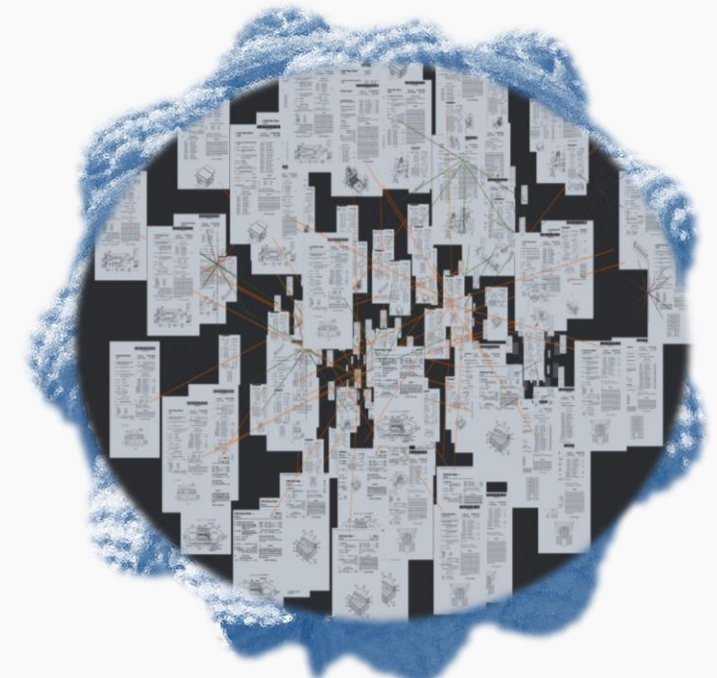
for the extension of

Patent number & description
Date of publication
Research area

Citations

Patent attorney
Summary

The challenge is to make this information usable.



From Patents to the Patent Equity Strategy

Leveraging Big Data to drive investment returns

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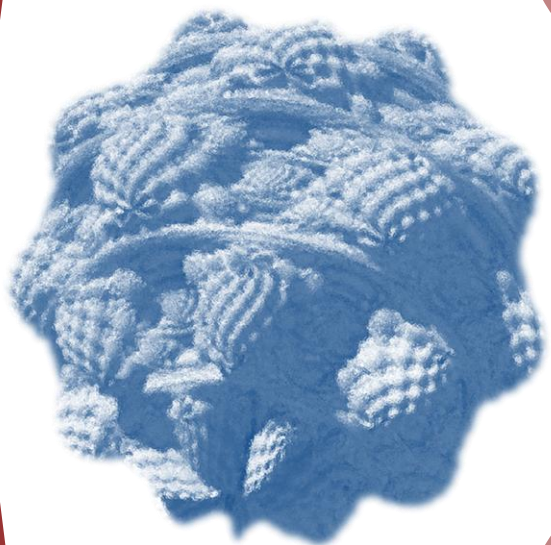
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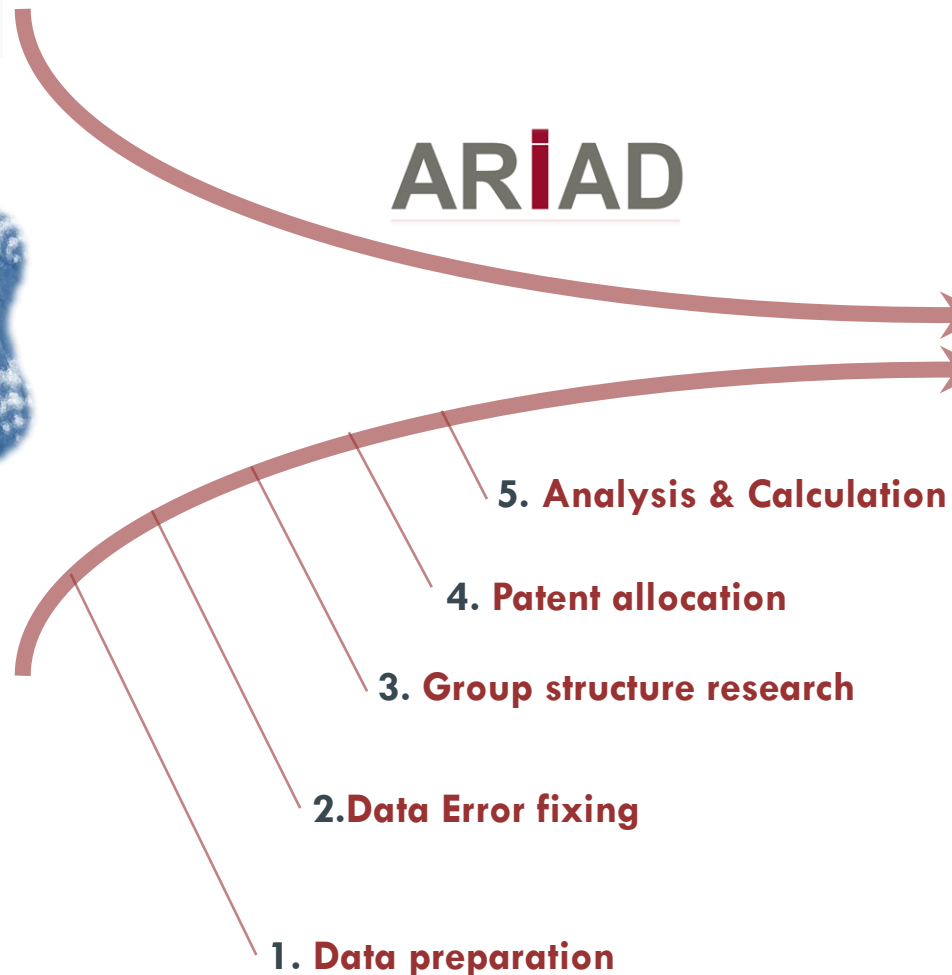
Making Patent Information usable

„Big Data“-Chaos

= Information-Overkill



ARIAD



Indicators

- > Citations
- > Terms
- > Patent Extents
- > Patent Families
- > ...

Stock Selection

From patent data to patent indicators

Using various complex **processes (1.-5.)** the patent information is made usable from a technical database point of view, prepared, cleaned and correctly assigned. Here, the **Group Structure Research** in particular is very time-consuming, since, for example, Siemens alone has more than 600 different subsidiaries with patents.

On the basis of the prepared data, **indicators are then calculated** that have a proven correlation to the value of patents.

The global ARIAD Patent-Universe

#1: Industrialized Countries

+according to the definition of MSCI
+ additional filter (freefloat, marketcap)



#2: Sectors with high patent activity



Utilities



Logistics



Raw Materials

#3: Patent portfolio-ranking

- ✓ Most innovative companies
- ✓ Mainly micro-, small- und midcap
- ✓ Focus: USA, Japan, Europe

Yearly
ranking

Quarterly
rebalancing

ARIAD Patent-Universe

Big-Data

>80,000,000 patent
data files

Patent indicators

- Citations
- Techn. breadth
- Patent families
- Durations
- ...

ARIAD data processing

1. Researching subsidiaries
2. Patent allocation & data cleaning
3. Computation of patent indicators

Ranking

- Quality of patent portfolios (current+historic)
- Adjusted for company size

#4: Selection process

- ✓ Investment in **about 100 companies** with highest ranking
- ✓ Consideration of **fundamental and technical data**
- ✓ **No orientation on any benchmark**



The Strategy at a Glance

- Companies with a **high-quality patent portfolio** receive investment. (mainly small/midcaps)
- Positive side effect: above-average number of **candidates for takeover** in the portfolio - before takeover offers are known on the market.
- Regionally, the investments concentrate on **USA** and **Japan/Pacific** alongside the main focus of **Europe**.
- The main focus of the selection process is the **systematic quality evaluation of the patent portfolio** using many scientifically validated indicators.
- The **selection of regions and sectors** is determined by the quality of the patent portfolio.
- **High degree of diversification.** (approx. 100 titles in the portfolio)
- **Items are held in the medium to long term.**
- Adaptation according to ranking
 - "Opportunistic" transactions possible during the year
 - No currency hedging

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the "Parties".



Results of the Strategy:
Outperformance, especially by small & mid cap stocks

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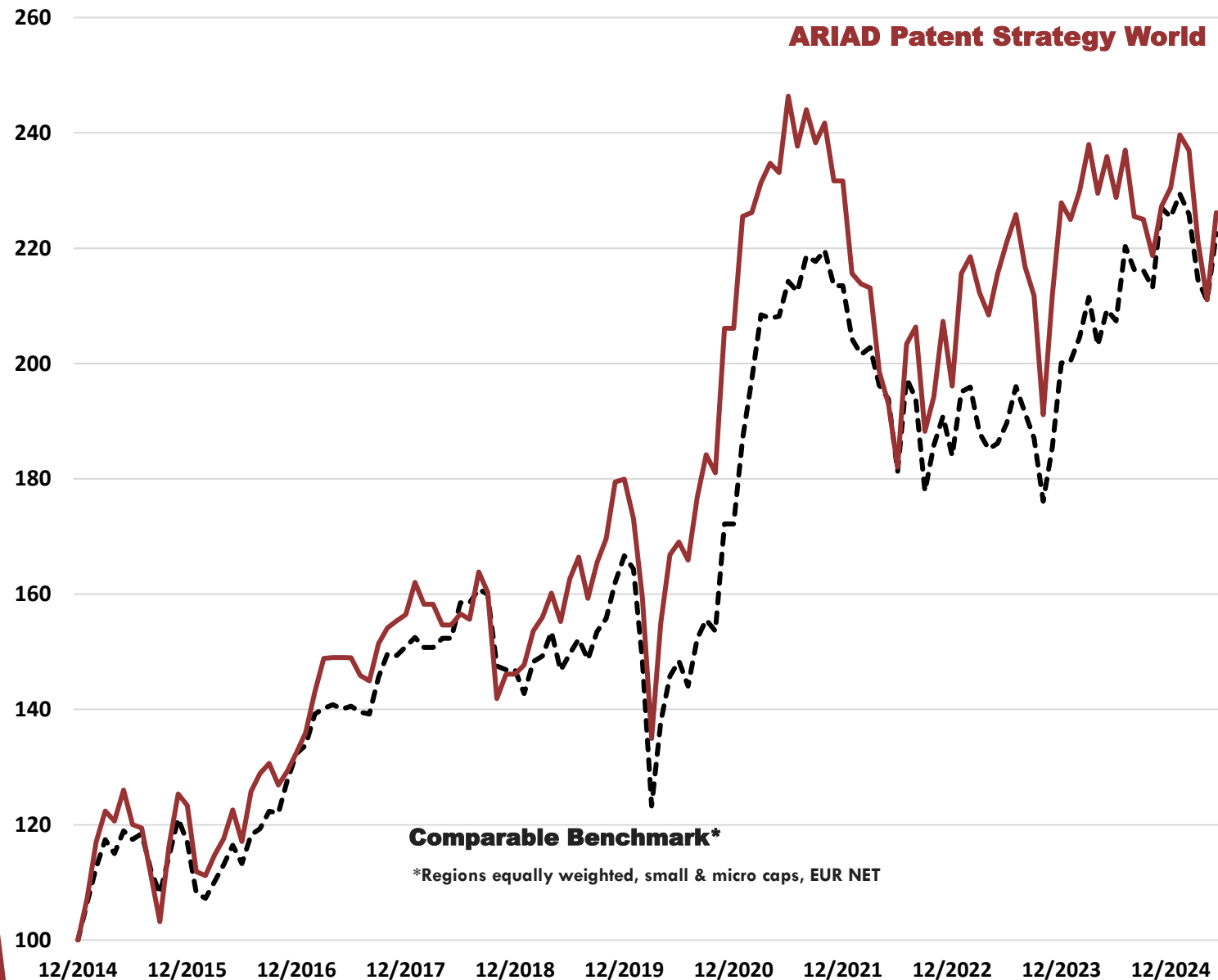
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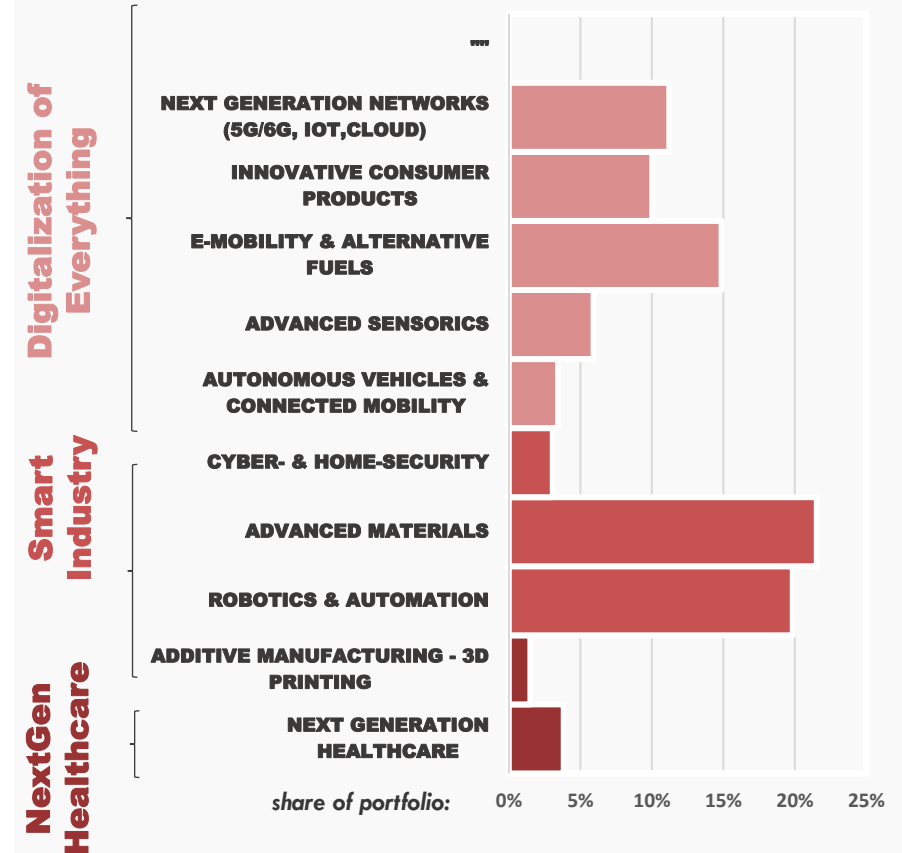
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Performance of the „World“ Patent Strategy: Multiple Track Records Prove the Added Value



Quelle: ARIAD - Updated 05/30/2025

TECHNOLOGY LEADERS IN MEGATRENDS IDENTIFIED BY PATENT DATA



Global Equities Small&Midcap

rank 1: 1-year performance

rank 2: 3-year performance

rank 2: 5-year performance

Awarded to the **Monega ARIAD Innovation R** that is based on ARIADs Patent Strategy

Further Information

The ARIAD Patent Equity Strategy :
has been fully implemented in a **mutual fund** since 2015:

Monega ARIAD Innovation (WKN 532102)

www.monega.de

As an institutional investor you can **register for a monthly update**
on the strategy at www.ariad.de .



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