



**LATEEF**

INVESTMENT  
MANAGEMENT

**ITEM 1 – COVER PAGE**

**ADV PART 2A – FIRM BROCHURE**

**LATEEF INVESTMENT MANAGEMENT, L.P.**

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**WWW.LATEEF.COM**

**DECEMBER 4, 2018**

This brochure provides information about the qualifications and business practices of Lateef Investment Management, L.P. (“Lateef”), a Registered Investment Adviser. If you have any questions about the contents of this brochure, please contact us at 415-461-3800. 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 Lateef also is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).



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## **ITEM 2 – MATERIAL CHANGES**

This brochure provides information about the policies and business practices of Lateef Investment Management, L.P. The following material changes were filed on March 26, 2018.

Pursuant to SEC rules, Lateef provides a summary of material changes to its brochures within 120 days of our fiscal year end. Lateef may provide further disclosures about material changes as necessary. Additionally, Lateef will deliver or offer to deliver information about our qualifications and business practices to clients on at least an annual basis. Lateef will provide ongoing disclosure about material changes as necessary.

On March 26, 2018, Lateef Investment Management acquired 100% of Analog Investment Edge, LLC. Analog Investment Edge, LLC was an exempt reporting advisor managing the private fund Analog Capital Fund, L.P. As part of this transaction, Analog's founder, Kouji Yamada, became a senior investment professional and equity owner of Lateef.

This brochure may be requested by contacting Eric Winterhalter, COO, CFO, CCO and Managing Partner, at 415-461-3800 or [clientservice@lateef.com](mailto:clientservice@lateef.com). Our brochure is also available for download on our website [www.lateef.com](http://www.lateef.com).



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## **ITEM 4 – ADVISORY BUSINESS**

Founded in 1974, Lateef Investment Management, L.P. (“Lateef”), provides professional portfolio management to individuals for taxable and retirement accounts, and to corporate and union pension plans, charitable foundations, and academic endowments through separately managed accounts. Lateef also provides investment management services as an adviser to the Lateef Focused Growth Fund – FundVantage Trust (“Lateef Focused Growth Fund”), a registered investment company.

Lateef General Partner, LLC. (LGP) is the General Partner of Lateef Investment Management, L.P. LGP’s ownership percentage is 1.00%. LGP is responsible for the day-to-day management of Lateef. The Limited Partners and their ownership percentages of Lateef are:

- Lateef General Partner, LLC 1%
- Lateef MGL, LLC\* 48.5%
- Lateef Management, LLC\*\* 50.5%

\*Lateef MGL is owned by MG Financial, LLC (94%) and McCarthy Partners, LLC (6%). Both entities are managed by McCarthy Partners Management, LLC.

\*\*Lateef Management, LLC is owned by Mr. Quoc Tran (~54%), Mr. Kouji Yamada (~23%) and Mr. Eric Winterhalter (~23%).

## **TYPES OF INVESTMENTS**

Lateef offers discretionary investment management and investment advisory services for domestic equity and global equity strategies, utilizing securities that include, but are not limited to, common stock, preferred stock, options contracts, corporate bonds, municipal bonds and U.S. government bonds. Lateef may offer investment advice on the following types of investments:

- Equity securities (exchange listed, over-the-counter and foreign issues)
- Corporate debt securities
- Municipal securities
- Mutual fund shares
- U.S. government securities
- Options contracts on securities

In limited circumstances, where clients are deemed able and are willing to accept greater risk in pursuit of potential higher total return, Lateef may also use some leveraging and hedging techniques (e.g., covered calls and puts).



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## INVESTMENT STRATEGIES

Lateef invests and manages client's portfolios in accordance with an investment strategy selected by the client. The selected strategy is then based on a model portfolio of securities that Lateef believes best represent their strategy in accordance with the client's overall investment objectives and any client-imposed restrictions.

The current investment strategies offered by Lateef are as follows:

- Multi-Cap Growth Equity
- Large-Cap Growth Equity
- Multi-Cap Balanced Equity
- Lateef Analog Japan
- Lateef Global Equity
- Lateef International Equity

Clients may impose restrictions on investing in certain securities. Some of Lateef's clients have restrictions as to which securities may be purchased. Clients may have also placed restrictions on the percentage of assets under management that may be held in the security of any one company.

## WRAP FEE PROGRAMS

Lateef provides portfolio management services to clients in certain wrap fee programs. The wrap fee accounts are managed in accordance with the applicable investment strategy selected by the client and are managed in a similar fashion as the non-wrap fee accounts in the same strategy. Lateef receives a portion of the wrap fee for the portfolio management services provided.

## ASSETS UNDER MANAGEMENT

As of December 31, 2017, the total assets under management amounted to \$823 Million on a discretionary basis and \$235 Million in assets on a non-discretionary basis, for model-based platforms such as Unified Managed Accounts (UMA).

## ITEM 5 – FEES AND COMPENSATION

Lateef charges a tiered, percentage-based fee, calculated on the market value of the assets in the client's account. Fees are paid in multiple ways, fees are payable quarterly in arrears and some are paid in advance. Alternative frequency of payment and/or methods of calculation may be available, where appropriate or upon a client's request. The quarterly fee is calculated by multiplying the fair market value of cash and securities in the portfolio as of the close of the quarter by the applicable quarterly percentage.

Accounts that open or close during the quarter will receive a prorated bill for the partial quarter. For those clients that pay fees in advance, clients will receive a prorated refund of any unearned prepaid fees upon termination. Client may terminate the investment advisory agreement at any time upon written notice thereof to Lateef. Lateef may terminate the investment advisory agreement at any time upon thirty (30) day's prior written notice thereof to the client.



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Lateef's management fees are ordinarily calculated by Lateef and are calculated on Lateef's valuation of the assets in the client's portfolio. In certain instances, Lateef and the client may agree that the fees should be calculated based upon the custodian's valuation of the assets in the client's portfolio. In addition, when Lateef manages multiple accounts for a particular client, or for a related group of clients, fee calculations may be based on the total assets under management or a relationship fee discount may be available.

Lateef obtains authorization from its clients to deduct management fees directly from the client's account. However, clients may direct Lateef to bill for fees incurred. Where Lateef has authorization to deduct the fees from the account, Lateef delivers an original invoice to the broker/custodian for payment and delivers a copy of the invoice to the client.

In addition to Lateef's management fees, clients may incur brokerage, custodial and other transaction costs. Please refer to Item 12 – Brokerage Practices for additional details.

## **FEE SCHEDULES – DUAL CONTRACT, SEPARATELY MANAGED ACCOUNTS**

The following describes Lateef's standard fee schedules for separately managed accounts by platform and product. Fees may be negotiable where special circumstances exist and arrangements with any particular client may vary. Certain accounts of persons affiliated with Lateef may be managed without fees or at a reduced fee. In some cases, fees charged by Lateef may be greater than fees charged by other investment advisers for similar services, in other cases, our fees may be lower.

### **MULTI-CAP GROWTH EQUITY**

1.00% on the first \$10mm, plus  
0.50% on assets over \$10mm  
Minimum Account Size: \$1,000,000\*

### **MULTI-CAP BALANCED EQUITY**

1.00% on the first \$10mm, plus  
0.50% on assets over \$10mm  
Minimum Account Size: \$1,000,000\*

### **LATEEF INTERNATIONAL EQUITY**

1.00% of assets fixed annual fee or  
0.50% of assets and  
15% profit allocation after 6% hurdle  
Minimum Account Size: \$1,000,000\*

### **LARGE-CAP GROWTH EQUITY**

1.00% on the first \$10mm, plus  
0.50% on assets over \$10mm  
Minimum Account Size: \$1,000,000\*  
Minimum Quarterly Fee\*: \$2,500.00

### **LATEEF ANALOG JAPAN**

1.00% of assets  
15% profit allocation after 6% hurdle  
Minimum Account Size: \$1,000,000\*

### **LATEEF GLOBAL EQUITY**

1.00 % of assets fixed annual fee or  
0.50% of assets fixed variable fee and  
15% profit allocation after 6% hurdle  
Minimum Account Size: \$1,000,000\*

*\* Lateef began waiving the minimum account size as of April 1, 2008. Lateef reserves the right to reinstate the minimum fee at its sole discretion.*



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## **FEE SCHEDULES – WRAP PROGRAMS, SEPARATELY MANAGED ACCOUNTS**

Wrap program sponsors typically offer comprehensive brokerage, custodial and advisory services for a single “wrap fee” based on a percentage of assets under management. The program sponsor then pays Lateef a portion of the wrap fee in connection with the advisory services it provides. In wrap fee accounts, Lateef is chosen by the client to act as an investment adviser through a selection process administered by the wrap program sponsor. The client information compiled through the selection process enables Lateef to provide individualized investment services, which it maintains through ongoing contact with the wrap sponsor. Lateef is available for direct telephone calls with wrap clients at their request, and periodically, at the discretion of the wrap sponsor. The wrap sponsor’s services generally include, in addition to assistance with the selection of one or more investment advisers, execution of portfolio transactions (free of commissions), custodial services, including trade confirmation and periodic reporting, continuing evaluation of investment performance, and consultation on investment objectives and suitability.

When Lateef serves as a wrap investment sub-adviser, it contracts with the wrap program sponsor for its services rather than the clients of the wrap sponsor. The wrap sponsor serves as a master investment adviser and is responsible for much of the client record-keeping and reporting. The management fees payable to Lateef are generally lower than those paid to Lateef as a dual contract separate account manager, reflecting that some of the services it would otherwise provide are provided instead by the program sponsor.

Each client should evaluate whether a given wrap program is suitable for their needs. The client should consider the level of the single fee being charged under the wrap program relative to the package of services being provided including the amount of portfolio activity in the account as well as the value of custodial and portfolio monitoring services. The single fee may be higher or lower than the total cost of all services the client is receiving were they to pay for each service separately.

The following describes Lateef’s standard fee schedules for WRAP platforms by product. Fees and minimums may be negotiable where special circumstances exist and arrangements with any particular client may vary.

### **MULTI-CAP GROWTH EQUITY**

0.50% on all assets

Minimum Account Size: \$1,000,000

### **LARGE-CAP GROWTH EQUITY**

0.40% on all assets

Minimum Account Size: \$250,000

## **FEE SCHEDULES – MUTUAL FUNDS**

Lateef provides investment management services as an adviser to the “Lateef Focused Growth Fund – FundVantage Trust” (Lateef Focused Growth Fund) a portfolio registered under the Investment Company Act of 1940. Lateef charges the Lateef Focused Growth Fund a management fee based on assets under management. Please refer to the prospectus and other promotional material for a description of the fees and expenses related to the Fund.



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## **FEE SCHEDULES – UNIFIED MANAGED ACCOUNTS (UMA)**

Lateef provides investment management services, as a sub-adviser, to investment advisers that seek advice and recommendations through the development of model portfolios. These model portfolios are used by the investment adviser to manage their client accounts. Lateef does not enter into a direct relationship with the clients of the investment advisory firms that offer its models and provides no administrative account-specific performance reporting services to those end clients. The fees paid to Lateef under the UMA agreements are generally lower than the traditional management fees charged by Lateef. Lateef currently participates in the following UMA programs:

1. Envestnet/Placemark - UMA Marketplace
2. Morgan Stanley – Select UMA
3. First Republic – Investment Management Model Portfolio Services
4. Natixis – UMA platform currently utilized at UBS, JP Morgan
5. Wells Fargo – Diversified Managed Allocations (DMA)

## **ITEM 6 – PERFORMANCE-BASED FEES AND SIDE-BY-SIDE MANAGEMENT**

Lateef Analog Japan, Lateef Global Equity, Lateef International Equity and the Analog Capital Fund, LP charge a performance-based fee.

## **ITEM 7 – TYPES OF CLIENTS**

Lateef offers investment advice to individuals, pension and profit sharing plans, trusts, estates, charitable organizations, academic endowments, corporations, a registered investment company and other business entities through separately managed accounts. Lateef provides investment management services as an adviser to the Lateef Fund, a registered investment company. Lateef is the advisor for the Analog Capital Fund, LP, a hedge fund.

## **ITEM 8 – METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS**

Lateef's primary method of analysis is fundamental analysis. Sources of information used by Lateef include financial newspapers and magazines, inspection of corporate activities, research materials prepared by others, corporate ratings series, annual reports, prospectuses, filings with the Securities and Exchange Commission and company press releases.

Lateef relies heavily on our own intensive fundamental research, and we feel our due diligence process offers a better understanding and deeper conviction in the company's competitive advantage and risks.

The portfolios are subject to the principal risks summarized below. These risks could adversely affect the portfolio's market value, yield and total return. It is possible to lose money by investing in the portfolio.





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Below is a summary of principal risks:

- **Management Risk:** As with any managed portfolio, Lateef may not be successful in selecting the best-performing securities or investment techniques, and the portfolio’s performance may lag behind that of similar portfolios. The Adviser may also miss out on an investment opportunity because the assets necessary to take advantage of the opportunity are tied up in less advantageous investments.
- **Market Risk:** The risk that the market value of a security may fluctuate, sometimes rapidly and unpredictably. The prices of securities change in response to many factors including the historical and prospective earnings of the issuer, the value of its assets, general economic conditions, interest rates, investor perceptions and market liquidity. Midcap companies may be more vulnerable than large-cap companies to adverse business or economic developments. Securities of such companies may be less liquid and more volatile than securities of large-cap companies and therefore may involve greater risk.
- **Non-Diversification Risk:** The risk that since the portfolio is non-diversified and may invest a larger portion of its assets in the securities of a single issuer than a more diversified portfolios, this investment could fluctuate in value more than an investment in a more diversified portfolio.
- **Sector Risk:** The portfolio may focus its investments from time to time in one or more economic sectors. To the extent that it does so, developments affecting companies in that sector or sectors will likely have a magnified effect on the portfolio and total returns and may subject the portfolio to greater risk of loss. Accordingly, the portfolio could be considerably more volatile than a broad-based market index or other portfolios that are diversified across a greater number of securities and sectors.
- **Value Investing Risk:** A value-oriented investment approach is subject to the risk that a security believed to be undervalued does not appreciate in value as anticipated.

## **ITEM 9 – DISCIPLINARY INFORMATION**

Lateef does not have any disciplinary information to disclose.

## **ITEM 10 – OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS**

Certain employees are registered representatives of Foreside Funds Distributors, LLC (“Foreside”), a registered broker dealer. Foreside is the distributor of the Lateef Fund.

Lateef entered into a transaction with entities managed by McCarthy Partners Management, LLC, a Registered Investment Advisor.

Lateef has an affiliation with Analog Investment Edge, LLC.

## **ITEM 11 – CODE OF ETHICS**

Lateef has adopted a Code of Ethics expressing the firm’s commitment to ethical conduct. The Code of Ethics is designed to mitigate conflicts of interest and the potential appearance of impropriety in an employee’s



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personal action. Lateef permits its employees to engage in personal securities transactions, and to purchase and sell securities that may be held by or may be suitable for investment by client accounts. Personal securities transactions may raise potential conflicts of interest with the interests of Lateef clients. In order to ensure compliance with the policy, each Lateef employee is required to instruct each broker-dealer with whom he or she maintains an account to send directly to Lateef's Compliance Department a duplicate copy of all transaction confirmations generated by that broker-dealer for that employee's account. Lateef restricts the purchase and sale by its personnel for their own accounts, securities that have been or are being considered for purchase for client accounts. For across the board trades, personnel are not to engage in a transaction in the same security while an order for a client's account is pending or within a certain period of time before (two days) and after (same day) execution of the transaction in that security on behalf of the client. However, personnel ARE permitted to engage in transactions in the same security if the client activity is the result of a client cash flow or direction (client directed). Lateef may, from time to time, buy or sell securities for its own investment account and/or open Seeding Accounts (defined below).

## Seeding Accounts

Seeding Accounts can be opened along side client accounts and operated and managed with one or more employees of Lateef and/or members of his/her family/household as the owners of beneficial interests in the account. However, Seeding Accounts are treated as client accounts to allow for seamless transition to offering the strategy to unaffiliated investors and clients. These accounts are required to enter into a client investment advisory agreement with Lateef and to execute all trades through Lateef's trading desk in accordance with Lateef's Trade Allocation Policy. Because (among other factors) Seeding Account activities are subject to the full supervision and procedures applicable in the ordinary course of Lateef's business to all client accounts, Seeding Accounts generally will not be subject to the regular pre-clearance process and other securities trading restrictions applicable to the trading of personal accounts. Lateef has concluded that it would significantly hinder the effective implementation of a new strategy if they are not treated as a client account. However, the Chief Compliance Officer, in consultation with senior management, may determine otherwise in certain circumstances (such as, for example, if perceived conflicts are not efficiently mitigated by regular client account procedures). Employees' (and members of their family/households') beneficial interests in Seeding Accounts are covered by regulatory reporting requirements.

Lateef will provide a copy of the Code of Ethics to any client or prospective client upon request. To request a copy of Lateef's Code of Ethics, please send a written request to:

Lateef Investment Management, L.P.  
Attention: Compliance Department  
1000 4<sup>th</sup> Street, Suite 800  
San Rafael, CA 94901

Email requests may be sent to [clientservice@lateef.com](mailto:clientservice@lateef.com).

**LATEEF**I N V E S T M E N T  
M A N A G E M E N T**ITEM 12 – BROKERAGE PRACTICES**

Where Lateef has discretion to select the executing broker, Lateef aims to select those brokers or dealers which will provide the best services at reasonable commission rates. The reasonableness of commissions is based on the broker's ability to provide professional services, competitive commission rates, research and other services, which will help Lateef in providing investment management services to clients. Lateef may, therefore, recommend the use of (or use) a broker who provides useful research and securities transaction services even though a lower commission may be charged by a broker who offers no research services and minimal securities transaction assistance. Research services may be useful for the account for which the particular transaction was effected. It is Lateef's policy to seek the best execution available in light of the overall quality of brokerage and research services provided to it or its clients. Best execution involves reasonably seeking the most favorable terms for a transaction under the circumstances.

The allocation of brokerage commissions will vary from year to year, depending on Lateef's evaluations of all applicable considerations. In no case will Lateef make binding commitments as to the level of brokerage commission it will allocate to a broker.

Lateef participates in a number of managed account (aka WRAP) programs that direct accounts to Lateef. Lateef has a fiduciary obligation to determine whether the wrap-fee arrangements are suitable for clients. Lateef has delegated this suitability responsibility to the wrap-fee program sponsors and relies on the sponsors to determine if the program and its fees are suitable for clients. On an annual basis, Lateef requests that applicable program sponsors confirm in writing that the sponsor has accepted the delegated responsibility and is adequately performing this function.

**RESEARCH AND OTHER SOFT DOLLAR BENEFITS**

Lateef evaluates the amount and nature of research and research services provided by brokers and attempts to allocate a portion of the brokerage business of its clients on the basis of that evaluation. When Lateef uses client brokerage commissions (or markups or markdowns) to obtain research or other products and services, Lateef benefits because it does not have to pay for the research, products or services. Lateef may have an incentive to select a broker/dealer based on its interest in receiving research or other products and services.

Subject to the criteria of the safe harbor in Section 28(e) of the Securities and Exchange Act of 1934, Lateef may pay a broker a brokerage commission in excess of that which another broker might have charged for effecting the same transaction, in recognition of the value of the brokerage and research services provided by or through the broker. Lateef believes it is important to the investment decision making process to have access to independent research. Research furnished by brokers may be used to service any or all of Lateef's clients and may be used in connection with accounts other than those transacting with the broker providing the research.

Brokerage and research services provided by brokers may include, among other things, executing securities transactions, performing other incidental services (such as clearance, settlement and custody), and providing information regarding: the economy; industries; sectors of securities; individual companies; legal developments; pricing and performance analysis. Such research services are received primarily in the form of



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written reports; telephone contacts and personal meetings with analysts. In addition, research services may be provided in the form of access to conferences and meetings arranged with company management, industry spokespersons and economists.

Lateef does not currently have any contractual commission recapture arrangements in place and does not currently use brokerage commissions to obtain products or services which do not qualify for the safe harbor in Section 28(e) of the Securities and Exchange Act of 1934 (i.e., products and services that do not aid in the investment decision-making or trade execution).

## **DIRECTED BROKERAGE**

Lateef will accept direction from clients regarding the brokers to be used for their account. Clients may have existing arrangements permitting them to offset certain administration, accounting, custody or other fees in relation to the amount of brokerage transactions handled by a specific broker. At the same time, Lateef may have arrangements to receive investment related research products or services provided by the broker/dealer, which are separate from the arrangement negotiated by the client. In following the client's direction to use a particular broker to execute either all or part of the brokerage transactions from their accounts, clients must be aware that they may adversely affect our ability to, among other things, obtain, investment related research and/or seek to achieve best execution.

In those cases where the client has selected and negotiated a fee arrangement with a particular broker/dealer and/or directs transactions to a particular broker/dealer, the client is hereby advised that Lateef might be in a better position to (i) negotiate commission, (ii) achieve best execution and (iii) aggregate orders if brokerage was not selected/negotiated by the client. In the cases where the client has negotiated an "asset based" commission structure instead of a "transaction based" commission structure, the client is advised that the reasonableness of the asset-based fee is dependent on Lateef's trading volume over the period and may result in a higher fee than would be paid under a "transaction based" structure.

## **TRADE AGGREGATION AND ALLOCATION**

Lateef seeks, but is not obligated, to aggregate orders for the purchase or sale of the same security for client accounts where Lateef deems this to be appropriate and in the best interests of the accounts. Generally, Lateef aggregates orders by the account's broker/custodian. Delivery Verses Purchase ("DVP") refers to accounts that Lateef has discretion to trade where securities are purchased or sold. All orders for accounts that are held at a broker/dealer are aggregated or bundled into blocks ("non-DVP Blocks") and all orders for accounts that are held at traditional custodians (one that does not provide execution services) are aggregated or bundled into a block ("DVP Block"). These blocks are then randomly sorted to determine the order in which the trades are placed for execution. When a block order is filled in its entirety, each participating client account will participate at the average share price of the blocked order on the same business day. When a block order is only partially filled, the securities purchased or sold will be allocated on a pro-rata basis to each account participating in the bunched order based upon the initial amount requested for the account, subject to de minimis orders. The commission costs for each allocation in the "non-DVP Block" are determined based on the commission schedule negotiated by the client. The commission costs for each allocation in the "DVP Block" are shared pro-rata based on each client's participation in the block order.



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Lateef performs investment advisory services for many clients. The timing of an account's funding and/or the timing of a contribution or withdrawal will impact the timing and nature of action taken. As a result, variations in the positions and weights will naturally exist between client accounts. Over time, to the extent possible, Lateef strives to allocate investment opportunities to each account on a fair and equitable basis.

## **ITEM 13 – REVIEW OF ACCOUNTS**

Accounts are reviewed on a regular basis by a member of the portfolio management team. Accounts are reviewed: (1) when a decision has been made regarding a security held in the account, such as the addition, liquidation or the switching of a position, (2) when prompted by client communication, (3) when notified of a contribution or withdrawal of assets, (4) at the discretion of Portfolio Management, Client Service or Trading.

Generally, reports are furnished to each client on a quarterly basis. Reports generally include a written Market Commentary, Portfolio Summary, Investment Performance, Assets in Portfolio, Transaction Schedule, and a Tax Report. More frequent reports may be provided upon request.

## **ITEM 14 – CLIENT REFERRALS AND OTHER COMPENSATION**

Lateef does not enter into agreements with or make commitments to broker/dealers under which Lateef is obligated to compensate broker/dealers for client referrals. However, in some cases, Lateef may recommend to a client a broker/dealer that has referred clients to Lateef when Lateef believes that said broker/dealer is capable of providing the best services to the client. Lateef or the General Partner may engage solicitors and other third parties to market Private Funds. Lateef may reimburse such persons for some expenses incurred in connection with those activities and will compensate them with a percentage of the assets raised, and/or advisory fees or profit allocations received by Lateef or its affiliates with respect to investors referred by such persons.

In some cases, Lateef will direct brokerage to certain brokers or dealers who have also referred clients to Lateef. Under such circumstances, the client is not, in all instances, assured of the lowest commissions and/or broker/dealer compensation.

Lateef participates in a number of Managed Account (aka WRAP) programs that direct accounts to Lateef. Lateef does not compensate the program sponsor for these accounts. The program sponsor charges a bundled fee (in some cases, representing research, execution and reporting services) of which a portion is paid to Lateef for providing investment advisory services to the account. Client is hereby advised that the services provided for the bundled fee may be less costly if negotiated on an unbundled basis.

Lateef currently participates in the following Managed Account programs:

1. Envestnet Asset Management – Envestnet
2. Charles Schwab – Access
3. Lockwood/Pershing – Managed Account Command
4. LPL – Manager Select
5. Wells Fargo – Masters

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Clients receive monthly or quarterly account statements from their bank, broker/dealer or other qualified custodian, in addition to the account statements that they may receive from Lateef. We urge clients to carefully review both account statements and compare official custodial records to the account statements provided by Lateef.

Lateef statements may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

Lateef generally has the client's authority to instruct a client's broker/dealer to deduct Lateef advisory fees directly from the client's account.

The general partner, Analog Investment Edge GP, LLC is deemed to have custody of the Analog Capital Fund, LP's assets because it is deemed to have legal ownership and/or access to the private fund's cash and securities.

**ITEM 16 – INVESTMENT DISCRETION**

Generally, Lateef's clients grant full discretionary authority over securities purchases and sales, subject to investment objectives and guidelines that are established by agreement between Lateef and the client at the time the account is opened. Absent instructions to the contrary from the client, Lateef has the authority to determine, without obtaining specific client consent, the securities to be bought or sold, amount of securities to be bought or sold, broker/dealer to be used and commission rates to be paid (for "DVP Blocks").

Where Lateef has discretion to select the executing broker, Lateef will aim to select those brokers or dealers which will provide the best services at reasonable commission rates. The reasonableness of commissions is based on the broker's ability to provide professional services, competitive commission rates, research and other services, which will help Lateef in providing investment management services to clients. Lateef may, therefore, recommend the use of (or use) a broker who provides useful research and securities transaction services even though a lower commission may be charged by a broker who offers no research services and minimal securities transaction assistance. Research services may be useful for the account for which the particular transaction was effected.

**CLASS ACTION LAWSUITS**

Lateef is not responsible for exercising client's rights to participate in the proceeds of class action lawsuits affecting securities they own or have owned. Lateef will not notify clients regarding class action lawsuits and will not transmit proof of claim forms to clients except upon client request. Upon client request, Lateef may assist with the processing of a class action claim on behalf of the client. However, Lateef may refrain from processing the claim if it deems the claim to be de minimis relative to the time and effort involved to file the claim.

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## **ITEM 17 – VOTING CLIENT SECURITIES**

Lateef typically does not vote proxies as part of its discretionary authority to manage accounts unless the client has requested Lateef to do so in writing. When voting proxies, Lateef's primary objective is to make voting decisions solely in the best economic interests of its clients. Lateef will act in a manner that it deems prudent and diligent and which is intended to enhance the economic value of the underlying securities held in its clients' accounts.

Lateef has adopted written Proxy Policy Guidelines and Procedures (the "Proxy Guidelines") that are reasonably designed to ensure that Lateef is voting in the best interest of its clients. The Proxy Guidelines reflect Lateef's general voting positions on specific corporate governance issues and corporate actions. Some issues may require a case-by-case analysis prior to voting and may result in a vote being cast that will deviate from the Proxy Guidelines. Upon receipt of a client's written request, Lateef may also vote proxies for that client's account in a particular manner that may differ from the Proxy Guidelines. Deviation from the Proxy Guidelines will be documented and maintained in accordance with Rule 204-2 under the Investment Advisers Act of 1940.

In accordance with the Proxy Guidelines, Lateef may review additional criteria associated with voting proxies and evaluate the expected benefit to its clients when making an overall determination on how or whether to vote the proxy. Lateef may vote proxies individually for an account or aggregate and record votes across a group of accounts, strategy or product. In addition, Lateef may refrain from voting a proxy on behalf of its clients' accounts due to de minimis holdings, impact on the portfolio, items related to foreign issuers, timing issues related to the opening/closing of accounts and contractual arrangements with clients and/or their authorized delegate.

To assist in the proxy voting process, Lateef may retain an independent third-party services provider to assist in providing research, analysis and voting recommendations on corporate governance issues and corporate actions, as well as assist in the administrative process. Lateef currently uses ISS as a third-party service provider for proxy voting.

Lateef may have conflicts of interest that can affect how it votes its clients' proxies. For example, Lateef may manage a pension plan whose management is sponsoring a proxy proposal. The Proxy Guidelines are designed to prevent material conflicts of interest from affecting the manner in which Lateef votes its clients' proxies. In order to ensure that all material conflicts of interest are addressed appropriately while carrying out its obligation to vote proxies, Lateef has designated a Managing Director who is not on the investment team to be responsible for addressing how Lateef resolves such material conflicts of interest with its clients. Resolutions of all material conflicts of interest will be documented.



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If you are a client of Lateef and you would like to find out how your proxies have been voted or you would like a complete copy of Lateef's current Proxy Guidelines, please send a written request to:

Lateef Investment Management, L.P.  
Attention: Compliance Department  
1000 4<sup>th</sup> Street, Suite 800  
San Rafael, CA 94901.

Email requests may be sent to [clientservice@lateef.com](mailto:clientservice@lateef.com).

**ITEM 18 – FINANCIAL INFORMATION**

Not applicable.





**LATEEF**

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**ITEM 1 – COVER PAGE**

**ADV PART 2B – FIRM BROCHURE SUPPLEMENT**

**LATEEF INVESTMENT MANAGEMENT, L.P.**

**1000 4<sup>TH</sup> STREET, SUITE 800**

**SAN RAFAEL, CALIFORNIA 94901**

**(415) 461-3800**

**WWW.LATEEF.COM**

**DECEMBER 4, 2018**

This brochure supplement provides information about each supervised person at Lateef Investment Management, L.P. and supplements the Lateef Investment Management, L.P. brochure. You should have received a copy of that brochure. Please contact Eric Winterhalter, COO, CFO, CCO and Managing Partner, if you did not receive Lateef Investment Management, L.P.'s brochure or if you have any questions about the contents of this supplement at 415-461-3800 or [clientservice@lateef.com](mailto:clientservice@lateef.com).

Additional information about the supervised persons at Lateef Investment Management, L.P. is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).



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## **ITEM 2 – EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE**

***Quoc Tran, MBA, Chief Investment Officer, Domestic Equity, and Managing Partner*** joined Lateef in 2005 and led a management buyout of the firm in 2017. Mr. Tran has over 20 years of investment management experience. Prior to Lateef, Mr. Tran worked at Wallace R. Weitz & Co. and held various positions in portfolio management and research. Prior to that, he spent five years at Goldman Sachs and Co. and left the company as Vice President and Director in the Equities Division. Mr. Tran is a member of the Board of Trustees of Bates College and serves on various committees, including the Bates College Investment Committee. Mr. Tran also serves on the Investment Committee Board of the Marin Community Foundation. Mr. Tran received a B.A. degree with high honors in Rhetoric from Bates College and his MBA in Finance and Competitive Strategy at the University of Chicago where he was also a Business Fellow.

***Kouji Yamada, CFA<sup>1</sup>, MBA, Chief Investment Officer, Global Equity, and Managing Partner*** founded Analog Investment Edge (AIE), a concentrated Japanese public equity fund and merged with Lateef in 2018. Mr. Yamada has 25 years of investment management experience. Prior to AIE, he was a Co-Founder and Portfolio Manager of Mission Value Partners, and he was the Founder and Portfolio Manager of JCA Partners. From 1995-2006, he worked at Dodge & Cox, during which time he co-founded and co-managed of the International Stock Fund (\$33.7bn at departure). Prior to Dodge & Cox, he worked at JP Morgan in corporate finance and equity research and at Deloitte & Touche in consulting. During 2009-2013, he was a guest lecturer at Hitotsubashi ICS University, Tokyo in classes ranging from Ethics and Behavioral Economics, Capital Markets, and Investment Strategy. He has a B.A. in philosophy from University of Chicago and an MBA from Harvard Business School. He is a participant and moderator for the Silicon Valley Japan Platform, former Executive Board Member of the Japan Society of Northern California, former University of Chicago Visiting Committee Member, and CFA.

***Eric Winterhalter, Chief Operating Officer, and Managing Partner*** joined Lateef in 2014 and led a management buyout of the firm in 2017. Mr. Winterhalter manages the day to day operations of the firm and has 25 years of experience in the investment industry. Prior to Lateef, he was the Co-Founder & Chief Administrative Officer of Tensile Capital Management. In prior years Eric held senior management positions in the industry with Crosslink Capital, Fuller & Thaler Asset Management, Fidelity Investments, and began his career with Putnam Investments. He received a B.S. degree in Business Administration with a concentration in Finance from the University of Maine.

***Michael Im, CFA<sup>1</sup>, MBA, Vice President, Senior Research Analyst,*** joined Lateef in 2013. Prior to Lateef, Mike was an Analyst at Kiiotos Capital Management and was an Equity Research Associate at Dodge & Cox. Mike received a B.S. degree, with high honors, in Business Administration from the University of

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<sup>1</sup> To become a Chartered Financial Analyst (CFA) candidates must pass each of three six-hour exams, possess a bachelor's degree from an accredited institution (or have equivalent education or work experience) and have 48 months of qualified, professional work experience. CFAs are also obligated to adhere to a strict Code of Ethics and Standards governing their professional conduct.



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California, Berkeley (Phi Beta Kappa) and an MBA, with honors, from the University of Chicago, Booth School of Business. Mike is a CFA Charterholder and a member of the CFA Society of San Francisco.

**Winston Hu, MBA**, Associate Director, Research Analyst, joined Lateef in 2017. Beforehand, Mr. Hu was an Associate at Crescent Capital Group and an Analyst at UBS Investment Bank. Mr. Hu received a Bachelor of Arts degree in Business Economics from the University of California, Los Angeles, and an MBA from Columbia Business School where he graduated from the Value Investing Program.

**Brad Uzelac**, Vice President, Trading, joined Lateef in 2006 as a Trader, and was promoted to Director of Trading in 2013. Prior to Lateef, Brad spent seven years at Seneca Capital Management as an equity trader, trading wrap and institutional assets. Brad graduated from the University of Colorado at Boulder with a B.S. degree in Business.

## **ITEM 3 – DISCIPLINARY INFORMATION**

Not applicable.

## **ITEM 4 – OTHER BUSINESS ACTIVITIES**

Not applicable.

## **ITEM 5 – ADDITIONAL COMPENSATION**

Not applicable.

## **ITEM 6 – SUPERVISION**

Supervision is conducted by the Managing Partners of Lateef Investment Management, L.P.