

# The Atlas Global Macro App

Stockholm (HedgeNordic) – Having launched with about €200 million a month ago, themes-based macro-focused hedge fund **Atlas Global Macro** has now launched its own app in collaboration with Supertrends. The Luxembourg-domiciled hedge fund co-founded by Danish entrepreneur, author and investor Lars Tvede (*pictured*) relies on insights collected by the Supertrends group of companies – also co-founded by Tvede – to form top-down views on economic and political trends and themes. The app provides investor access to analyses, news and reports on the fund.

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“We are proud to announce the completion and delivery of a customized white-label app for the Luxembourg-registered hedge fund Atlas Global Macro,” says a press release by Supertrends. “The app is built on the API from the Supertrends platform, which makes it possible to source Supertrends content such as expert predictions and news stories about innovation prepared by the Supertrends editorial team,” continues the press release. “In addition to the Supertrends content, the investment team at Atlas Global Macro will publish financial analyses directly in the app – exclusively accessible for the fund’s investors.”

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“It has been a really exciting task to work with Atlas Global Macro and develop their exclusive investor app. We believe that the Atlas Global Macro app will distinguish the fund from their competitors in terms of client-offering, and that our Supertrends content can help the fund’s investment team stay ahead,” Kim Weis, the CEO of Supertrends, states in a press release. “The delivery of the white-label app is also a milestone in the history of Supertrends, as Atlas Global Macro will be our first white-label customer. We expect the financial industry to be one of our main markets, so attracting a hedge fund as our first white-label client is something we are very proud of.”

After co-founding several ventures such as the Supertrends group of forecasting companies Supertrends and Supertrends Institute and writing 17 books on business cycles, psychology, trading psychology and other topics, Lars Tvede launched Atlas Global Macro at the end of May. As previously explained by Tvede, “Atlas Global Macro is a global macro-focused fund based on themes, employing a long-term-oriented and directional approach with an overlay of a tactical approach.”

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decisions,” says Jakob Due, co-founder and portfolio manager at Atlas Global Macro. “The Atlas Global Macro app fulfills this through the sourcing of content from Supertrends’ expert network and editorial team,” he continues. “Internally at our investment team, we extract valuable insights from the Supertrends content, and we are sure that this will also be the case for our investors. Furthermore, the app provides us with an ideal platform for providing continuous updates to our investors, including short analyses about financial markets and our views on possibilities in the market.”