



Saturday, 25th December 2004

## Single Manager Funds



### Max Keiser and Zac Goldsmith launch first activist hedge fund

Wednesday, 1st December 2004 06:03 GMT

*Investment activist Max Keiser and Zac Goldsmith, son of the corporate raider Sir James Goldsmith, are launching a hedge fund aimed at political activism.*

Keiser, who launched Karmabanque.com several years ago, and Goldsmith are reportedly launching a new 'hedge fund' which aims to shorts its way into political activism.

Their idea is by buying put options, or shorting a stock, the hedge fund hopes shares will fall, in effect punishing a company for what it calls "misdeeds" and profiting all the while. A portion of profits will go toward "mending the social wounds inflicted by target companies".

Goldsmith's UK-based The Ecologist magazine will audit, track and publish results.

Keiser said: "For every 1,000 new boycotters, I and my group of investors/activists, including Zac, will increase the size of the fund by £5,000. All profits will go the groups/people who are the victims of bad companies."

Short sales are seen to put pressure on a stock to fall. Companies, such as Netflix, may have even seen its stock price fall more sharply recently because of so many people taking short positions.

The London-based fund's first target is understood to be Coca Cola.

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