

# Citywire

## Tennis legend Stefan Edberg launches corporate bond fund

by **Tuomas Isaho** on Feb 09, 2011 at 13:28



Former world number one tennis player Stefan Edberg has launched a corporate bond fund, Swedish newspaper **Affarsvarlden reports**.

Edberg, who pocketed more than \$20 million in career prize money, is a part owner in Case Asset Management, the Stockholm-based boutique that will run the fund.

The six time grand slam winner is one of the biggest seed investors in the fund along with Kristianstad Sparbank, together they have invested SEK50 million (" 6 million).

During the financial crisis, Edberg was turned on to the opportunities in the corporate bond market. He told **Affarsvarlden** that he bought bonds from Nordic banks during the crisis as he believed they would not collapse.

The new fund which launched at the beginning of January is called Safe Play and targets returns of 5-7% per annum.

Edberg's firm, Case Asset Management was founded in 2004 by Edberg and some leading Swedish investors. 2009 was a good year for the firm; its balanced fund, Fair Play, returned 27 % and in 2010 the fund returned 10%.

**Email me when someone posts a new comment on this article**