

PURE CAPITAL

INDEPENDENT ASSET MANAGEMENT

Understanding the true investment services



HISTORY AND VALUES

Following the 2008 crisis, the market and regulators were in desperate need of transparency and security while investors and clients still requested high performance.

In 2010, five financial experts joined together to create Pure Capital with the following founding principles in mind: **Independence, Transparency, Performance** and **Entrepreneurship**. These values apply to our 3 business lines: **Wealth Management, Asset Management, Management Company Services**.

INDEPENDENCE

Deeply written in our DNA, independence is core in every strategy or product that we, collaborators of Pure Capital, offer to our clients. Being privately owned by our 5 founders, **we are proud to serve our clients in their best interests**, away from financial, managerial or business constraints.

TRANSPARENCY

Not only desirable, but absolutely essential, transparency means having a fees and expenses policy which is easy to understand, with no surprises. When Pure Capital decided to eliminate opaque fees right from the start, it **pioneered a break with business as usual in the wealth and asset management industry**. This transparency has earned us a reputation for honest communication that our clients and investment partners greatly appreciate.

PERFORMANCE

Although Pure Capital's founders and employees could rest on their laurels, they are continuously on the move, looking out for new opportunities. One of our key strengths is the range of **complementary skills and expertise** we have developed by recruiting investment professionals from a variety of backgrounds. Pure Capital can thus offer a comprehensive range of advisory, wealth and asset management, fund structuring and administration services.

ENTREPRENEURSHIP

Pure Capital promotes a culture of entrepreneurship that naturally motivates all asset and wealth managers to give their very best in the search for investment excellence.

Pure Capital is free in its strategy and management decisions.

INVESTMENT PHILOSOPHY

FLEXIBILITY AND AGILITY

Asset management team members know each other well and work **in constant contact and collaboration**. The **flexibility and efficiency** of our decision-making process is ensured by our team's organizational structure and tactical adjustments to asset allocations.

CONVICTION

The investment decisions of our asset managers are based on fundamentals. This approach requires a comprehensive research process that includes, for example, visits to companies, meetings with fund managers and brokers, and in-house valuation models. Observing **"fundamentals rather than emotions"** means focusing on the basic characteristics of companies, rather than giving into the euphoria or panic.

DIVERSIFICATION

Although critical to Pure Capital's risk management strategy, **diversification does not come at the expense of conviction**.

ENTREPRENEURSHIP

Pure Capital's entrepreneurial approach is reflected in its investment policy and horizon. Pure Capital does not seek to profit from the latest investment trends, which are often "short-termist", but aims for long-term growth. **We don't engage in short-term speculation, we invest.**

ASSET MANAGEMENT AT PURE CAPITAL

Pure Capital's range of investment funds provide actively managed and flexible solutions for **multi-asset class wealth management, flexible bond investment and stock picking**.

Inherently fundamental in its approach, tactically agile and always specialized, Pure Capital's investment team offers robust and well-tailored investment solutions and a variety of **funds that are perfectly aligned with its expertise**.

Conviction and diversification are two basic ingredients of our investment philosophy, which we believe should be **easy to understand** and not the product of some exotic or incomprehensible strategy. Our objective is to provide good returns over the long term, and always with independence, transparency and a regard for the human dimension of investment.

INFRASTRUCTURE AND ENVIRONMENT

SOLID AND REGULATED

Pure Capital offers a sound and efficient investment platform that is subject to the supervision of its supervisory authorities. Both Pure Capital and its partners have been approved by the C.S.S.F., the supervisory authority for the Luxembourg financial sector. Pure Capital is audited by PwC Luxembourg.

AUTHORISATIONS

Pure Capital is authorized to operate as :

- > An **asset management company** under Chapter 15 of the Law of 17 December 2010 on undertakings for collective investment (UCI);
- > An **alternative investment fund manager** (AIFM) under Article 5 of the Law of 12 July 2013.

RISK MANAGEMENT

Strict risk control and diversified and carefully monitored portfolios are inherent to our investment process. Pure Capital also selects and continuously monitors its partners for the quality of their services, competitive prices and financial strength.

REPORTING

Pure Capital provides its clients and partners with a variety of detailed reports on risk management, asset management, depositary and delegated service providers, key performance indicators and regulatory compliance.

INFRASTRUCTURE

- > The IT platform is robust and is continuously monitored.
- > Agreements with counterparties are essentially strategic and are long-term.
- > Ethical conduct is at the core of our investment process.
- > Risks are carefully managed.

PURE CAPITAL means ...

- > More than € 6 billion assets under management ;
- > Embracing clarity and simplicity in who we are and how we work ;
- > Opting for independence which guarantees unbiased investment choices ;
- > One common goal: preserving and growing our clients' assets ;
- > Totally transparent fees with no hidden costs or bad surprises: we only envisage long term partnerships ;

Finally, we are proud to have a strong financial baseline and a stable and seasoned team.

GENERAL INFORMATION

For more information, please do not hesitate to consult our website <http://www.purecapital.eu>. You are also welcome to contact us by e-mail at info@purecapital.eu or by phone at **+352 26 39 86**.

DISCLAIMER

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