

PURE CAPITAL

INDEPENDENT ASSET MANAGEMENT
INDEPENDENT WEALTH MANAGEMENT
INDEPENDENT MANCO & AIFM SERVICES

Understanding the true investment services



ONE HISTORY, FILLED WITH VALUES

In the beginning, there was 2008. New needs, revised values (transparency, authenticity, security), but the investors' desire remained unchanged: the performance of the service provided. An inspiring observation...

In 2010, five management professionals joined forces to create Pure Capital.

The founding principles of Pure Capital's philosophy are:

INDEPENDENCE

By creating a high-performance investment platform, the motivation of the founders of Pure Capital is rooted in the desire to take the reins of a free strategy for the benefit of their clients, without any constraints, whether financial, managerial or commercial.

TRANSPARENCY

As essential as it is desirable, transparency requires a clear and straightforward commission policy. Pure Capital has chosen to eradicate opaque commissions to become a pioneer and a force in breaking with past practices. This allows it to convey an honest message that its clients and partners greatly appreciate.

PERFORMANCE

Pure Capital's strength lies in its expertise built on complementary skills. By offering multiple investment professionals the opportunity to join its organization, Pure Capital has been able to expand its field of expertise. All areas related to financial consulting, management, structuring, and administration are located at Pure Capital.

ENTREPRENEURSHIP

Pure Capital cultivates an entrepreneurial spirit that naturally motivates all managers to give the best of themselves in the pursuit of performance.

Thanks to its structure and independence, Pure Capital is free to make its own strategy and management decisions.

AN INVESTMENT PHILOSOPHY

Flexible management and convictions for absolute performance.

FLEXIBILITY AND RESPONSIVENESS

At Pure Capital, managers do not hide behind a benchmark or reference index.

The management team members know each other and interact constantly. Decision-making is flexible and efficient, thanks to its structure and appropriate tactical adjustments.

CONVICTIONS

The managers' convictions are fueled by fundamentals. This approach involves a robust research process that includes, among other things, company visits, meetings with fund managers and brokers, and the implementation of in-house valuation models.

"Fundamentals rather than emotions" means not giving in to the mood of the markets, to euphoria or panic, but always preferring fundamentals.

CAPITAL PROTECTION

The core of Pure Capital's management philosophy is capital protection. This philosophy is implemented through a high degree of flexibility, a multi-asset approach, a high level of diversification, a consistent investment process, and the judicious implementation of opportunity identification systems. The desire to preserve wealth during sharp market declines is the basis of Pure Capital's flexible strategy. The primary objective is to generate positive performance year after year.

ENTREPRENEURSHIP

Pure Capital's entrepreneurial approach is reflected in its investment philosophy and horizon. Pure Capital doesn't play by trends, which are often short-term, but aims for long-term growth. It doesn't speculate in the short term; it invests.

OUR THREE PROFESSIONS

INDEPENDENT WEALTH MANAGEMENT

Entrusting your wealth to Pure Capital means choosing personalized management that combines trust, long-term vision, diversification, and ethics. Our dedicated managers support you with tailored advice and a relationship built on attentiveness and peace of mind.

Three different mandates

1. Personalised discretionary management
2. Personalised advisory management
3. Execution only

INDEPENDENT ASSET MANAGEMENT

Pure Capital offers flexible and conviction-driven management through its range of investment funds, covering multi-asset, fixed income, quantitative strategies, and equity selection.

With a fundamental, responsive, and specialized approach, the management team focuses on international opportunities while maintaining strict risk control and diversified portfolios.

Driven by simplicity and efficiency, its philosophy aims for sustainable returns, emphasizing independence, transparency, performance, and a human touch.

INDEPENDENT MANCO & AIFM SERVICES

Pure Capital leverages its expertise and performance to serve professionals in the financial sector.

Backed by its experience with markets, local players, and financial products, it offers simple and comprehensive solutions to support activities related to Luxembourg-regulated investment funds (UCITS, AIF, RAIF, etc.).

Pure Capital supports professionals with tailored advice and privileged access to regulated investment funds.

PURE CAPITAL, is ...

- > More than 2500 clients
- > More than € 6 billion asset under management
- > Prioritizing a close, honest and direct relationship
- > Advocating for independence that ensures a wider range of investment options (open architecture)
- > Giving you the freedom to choose the custodian bank for your assets
- > Choosing a clear and transparent commission policy, with no surprises

GENERAL INFORMATION

If you would like more information, please visit our website <http://www.purecapital.eu>, send us an email at info@purecapital.eu or contact us directly by phone at **+352 26 39 86**.

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