

# 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 decided to create Pure Capital with the following founding principles in mind: Independence, Transparency, Performance and Entrepreneurship. These values apply to our 3 business lines.

# **INDEPENDENCE**

We are a management-owned company built on strong foundations, with a proven track record of success spanning over 15 years. Our independence and long-term vision have shaped a solid growth story, driven by commitment, resilience, and trusted client relationships.

# **TRANSPARENCY**

We are fully transparent with our clients –our pricing is clear and easy to understand. With the management fee as our only source of revenue, we ensure full alignment of interests. We're committed to delivering lasting value to our clients.

#### **BOUTIQUE APPROACH & TAILOR MADE SRVICES**

We build strong bridges with our clients, putting them first in everything we do. Accessible and attentive, we shape our services around their goals and priorities.

# **ENTREPRENEURSHIP**

We are an entrepreneurial company with a fast-decision-making process fully based in Luxembourg. Our agility allows us to bring solutions to market quickly, staying closely aligned with client needs and market.

# **OUR SERVICES**

Pure Capital is a "Super ManCo", licensed by the CSSF to manage funds with various strategies such as Securities, OTC, Hedge, Real Estate, Private Equities, Loans, Infrastructure.

Pure Capital offers turnkey Funds Solutions (UCITS, SIF, RAIF, SICAR) or a more selective approach according to your needs.

You may either rent a sub-fund on one of our Pure Capital UCITS, SIF, RAIF, SICAR platforms, supported by first class custodian banks, fund administrators and auditors. Or you can select one of our ManCo and/or Investment Management

Investment & Portfolio management

Compliance Management

Distribution, Marketing & Market Intelligence

Market Intelligence

Legal Assistance, Domiciliation & Corporate Secretary

Due Diligence & Oversight of Delegates

Valuation

services to support your stand-alone fund, with your choice of custodian and fund administrator, and we will help you to select the ones that suit you best.\*

\* These services are core services and bundle within for the basic MANCO offer. Other services are optional.



#### **LICENCES**

Pure Capital is a "Super Manco" licensed by the C.S.S.F., the supervisory authority for the Luxembourg financial sector, to manage UCITS and Alternative funds, AIF and RAIF. As the only ManCo in Luxembourg having seasoned Investment Managers in house, Pure Capital can manage a large number of strategies, such as Listed and Unlisted Securities, OTC, Hedge Funds, Real Estate, Private Equities, Loans and Infrastructure.

# CONTROL

Pure Capital is audited by PwC Luxembourg but works with all the Big Fours for the funds under our ManCo.

Pure Capital also supports your distribution process, not only with its distribution passport but also in the cumbersome set-up of the authorization and operational process.

#### **FINANCIALS**

With three different business lines and numerous customers, Pure Capital has a very sound financial baseline, enabling us to support our growth substantially. Our IT and Office environments are fully secured, controlled and supported by top of the range technology.

#### **PEOPLE**

More than 100 people are working at Pure Capital. The team has in-depth knowledge of the financial environment with proven experience in banks and financial institutions. Partnering with Pure Capital means having the internal support of Investment Managers, Risk Managers, a Lawyer, Compliance Officers, ... and the team is still growing.

# Choosing **PURE CAPITAL** means choosing ...

- > We go beyond standard service, committed to excellence and always going the extra mile for our clients' success.
- > As true business partners, we share our clients' values, mindset, and ambition, working in collaboration rather than just serving.
- > Our independence ensures freedom to select the best providers with no conflicts of interest.
- > With a boutique, personalized approach, we build close relationships that lead to high client retention
- > Financially strong and backed by a stable team, we provide transparent, long-term partnerships built on trust.

# SUPPLEMENTARY INFORMATION

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

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Pure Capital S.A., Asset Management Company regulated by the C.S.S.F. (Luxembourg)

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