



OCTOBER 26<sup>TH</sup>, 2020

# PARTNER FOCUS

## PONTIS CAPITAL MANAGEMENT



For Investment Professionals

### PURE CAPITAL'S *INDEPENDENT MANCO SERVICES* ACTIVITIES

As an **independent** asset management company and authorised Alternative Investment Fund Manager, **Pure Capital helps investment advisors, managers or any other initiator to create, host and run investment funds** benefitting from the European passport.

Our simple and comprehensive solutions open up the Luxembourg hub for UCITS, AIF, RAIF ...

Working with Pure Capital, ManCo Clients may choose any set up with any service providers in an open architecture framework, offering complete transparency.

In this first *Partner Focus*, we are delighted to put one of our valuable Third Party ManCo clients - or rather *partners* - forward, i.e. Pontis Capital Management LLP.

Pontis Capital Management LLP is a financial advisor specialised in real estate asset backed lending.

Christian Erb, Richard Wientjens, James Bleakley and Simon Levene are the four Senior Partners of Pontis Capital Management.

Looking at the plethora of investors seeking innovative investment opportunities, they wanted to create their own fund and opted for the RAIF format.

The Reserved Alternative Investment Fund is an operationally flexible and fiscally efficient investment fund regime for so-called "well-informed investors". The RAIF requires no authorisation prior to launch and is indirectly supervised via its manager, which regularly has to report about its funds. Pure Capital is the RAIF's manager.

Today, Pontis Capital Management shares its experience.

**Interview by Tony Buche, Head of Sales – ManCo, Pure Capital**

## WHY DID YOU DECIDE TO LAUNCH A FUND ?

Christian Erb (C.E.): We identified an interesting trend which we found could be relevant to invest in.

We have experience in it and wanted to open-up the strategy to other professional investors.

In order to do that, we wanted to establish a well-structured, robust

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*"If you are passionate and believe in your investment or strategy, go for it. And please make sure to select the right partners".*

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fund with a high skilled independent investment manager and a well-established custodian,

all supervised by the Luxembourg regulator. Pure Capital stood out as the right candidate.

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## WHY DID YOU CHOOSE PURE CAPITAL'S RAIF PLATFORM RATHER THAN HAVING YOUR OWN FUND OR BEING SELF-MANAGED?

Richard Wientjens (R.W.): Since this is our first fund launch we were looking for a partner who could guide and help us through the process of setting up the vehicle.

The RAIF platform is more flexible and faster to set-up than the original SIF-structure, and being part of a platform enables other funds to join in which reduces some of the costs

of running the fund. We are planning to launch additional sub-funds in the future and the RAIF platform does provide us with this flexible option.

## MAY I ASK YOU WHY YOU HAVE SELECTED PURE CAPITAL'S THIRD PARTY MANCO SERVICE TO LAUNCH YOUR FUND ?

C.E.: We looked at a number of service providers but Pure Capital stood out amongst all of them. You and your team are very professional and competitive but at the same time fully understand our needs and

it is a pleasure to work with such team. Pure Capital does not only help with the initial set-up of the fund but of course takes care of the

risk-management aspects and provides regulatory and legal advice. We see ourselves very much as partners in this relationship.

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*“Being part of a platform enables other funds to join in which reduces some of the costs of running the fund”.*

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## SINCE THE LAUNCH OF THE FUND, WHAT ARE THE MAIN CHALLENGES YOU HAVE FACED?

James Bleakley (J.B.): Having worked in Investment Banking for 20 years, the move into Asset Management requires more patience than I was

used to. Setting-up a well-structured fund vehicle takes a while and creates various challenges. In particular the regulatory side can be

challenging at times, but we are pleased we have come so far and looking forward to reap the benefits from all the hard work.

FINALLY, AFTER THIS INITIAL EXPERIENCE, WHAT WOULD BE YOUR RECOMMENDATION TO OTHER ASSET MANAGERS WHO WOULD LIKE TO LAUNCH THEIR OWN FUND ?

R.W. & C.E.: If you are passionate and believe in your investment or strategy, go for it. And please make sure to select the right partners, plan carefully, diligently and manage your timelines accordingly.

>> For more information about Pontis Capital Management LLP, its team and products, go to:  
[www.pontiscapitalmanagement.com](http://www.pontiscapitalmanagement.com)



Richard Wientjens & Christian Erb  
[www.pontiscapitalmanagement.com](http://www.pontiscapitalmanagement.com)

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