

PURE CAPITAL APPOINTS KELLY ANCKENMANN AS HEAD OF BUSINESS DEVELOPMENT AIFM/MANCO SERVICES

*Pure Capital is pleased to announce the appointment of **Kelly Anckenmann** as **Head of Business Development AIFM/ Manco Services**, based in Luxembourg*

- Kelly will lead strategic growth initiatives for Pure Capital's third-party Management Company (ManCo) and Alternative Investment Fund Manager (AIFM) services, with a strong focus on expanding the firm's market presence.
- Kelly brings over 20 years of experience in the financial services industry. Prior to joining Pure Capital, she served as Executive Director of Business Development at another third-party AIFM in Luxembourg for nine years. Her career also includes senior roles in business development and client relations at EFA, Credit Suisse, and RBC Investor & Treasury Services.

*"Kelly's extensive experience and deep understanding of the alternative investment space make her an invaluable addition to our team," said **Bernard Pons**, co-Founder of Pure Capital. "Her expertise will be instrumental in helping us grow our footprint and enhance the value we bring to clients—especially as we continue to stand out as an independent player in a market increasingly dominated by large consolidations. **This appointment marks a significant step forward in Pure Capital's vision to strengthen its positioning as one of the few remaining fully independent third-party ManCos and AIFMs in Europe.** »*



Bernard Pons – Co-Founder/Managing Partner at Pure Capital



Kelly Anckenmann – Head of Business Development AIFM/Manco Services

Commenting on her new role, **Kelly Anckenmann** said: *"I am thrilled to be joining Pure Capital at such a dynamic moment in its journey. It's an exciting opportunity to help shape the next chapter of the firm's growth story. I'm particularly inspired by the company's commitment to delivering high-quality, tailor-made third-party ManCo and AIFM solutions—while maintaining the independence and flexibility that clients truly value. I look forward to driving this momentum alongside the talented Pure Capital team."*

Kelly Anckenmann

A French national based in Luxembourg, Kelly began her career at RBC Investor & Treasury Services and has built a strong reputation in the industry for her client-centric approach and deep knowledge of the alternative investment ecosystem.

Bernard Pons

After an extensive period in an investment bank where he gained solid experience in risk management and asset valuation, Bernard co-founded Pure Capital, where he ardently exercises the role of leader of the Management Company activity (Manco/AIFM).



Press Contacts:

Kelly Anckenmann – Head of Business Development AIFM/Manco Services

Bernard Pons – Co-Founder/Managing Partner at Pure Capital

DISCLAIMER

The content above has been produced and is distributed by Pure Capital S.A. It is provided for informational purposes only and aims to present the management company activities of Pure Capital S.A. (hereinafter "Pure Capital"). The information or data (including texts and photographic material) contained in this document are protected by copyright, and any reproduction or distribution of this material, either in whole or in part, to third parties without prior approval from Pure Capital is prohibited. This document should in no way be considered an offer to buy/sell a financial instrument or as any solicitation or promotion to purchase or sell financial instruments or investments. All information provided here is for informational purposes only and does not constitute investment advice. However, no guarantee can be given regarding its accuracy or completeness. This information has not been prepared in accordance with legal requirements designed to promote independence in investment research, and should therefore be considered as marketing communication. Although this content is not subject to any restrictions on its use prior to its distribution (for example, to execute orders), Pure Capital does not seek to profit from it.

To get in contact with us (tel: +352 26 39 86) or by visiting the website www.purecapital.eu.

Pure Capital S.A., société de gestion régulée par la CSSF (Luxembourg)
www.purecapital.eu | info@purecapital.eu

Siège social Luxembourg
2 rue d'Arlon, L-8399 Windhof | T: +352 26 39 86

Succursale Belgique
Sneeuwbeslaan 20, B-2610 Wilrijk | T: +32(0)3 246 04 65