

PURE CAPITAL

INDEPENDENT WEALTH MANAGEMENT

Understanding the true investment services



ONE HISTORY, FILLED VALUES

In the beginning, there was 2008. New needs, revised values (**transparency, authenticity, security**), the desire of investors 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 structure, Pure Capital has been able to expand its field of expertise. All professions related to financial consulting, management, structuring and administration are 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 are in constant interaction**. Decision-making is **flexible and efficient**, due 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 at the origin of Pure Capital's flexible strategy. The main 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 does not play with trends, which are often "short-term," but aims for **long-term growth**. It does not speculate in the short term, it invests.

A SOLID AND REGULATED STRUCTURE

Subject to regulatory oversight, Pure Capital offers a robust and efficient investment platform. Pure Capital and its partners are licensed by the CSSF, the Luxembourg financial sector regulator.

APPROVALS

Pure Capital has the following approvals:

- > Management company approved under Chapter 15 of the law of December 17, 2010,
- > Alternative investment fund manager within the meaning of the law of July 12, 2013.

CONTROL

Pure Capital is audited by PwC Luxembourg.

SECURITY

Under a private management mandate, Pure Capital manages its clients' assets in the custodian bank(s) of their choice (within the limits of existing agreements between Pure Capital and the custodian banks). Client assets are not included on Pure Capital's balance sheet.

REPORTING

Client assets, potentially spread across several European countries and custodian banks, are consolidated under a single report thanks to Pure Capital's dedicated IT system.

INFRASTRUCTURE

- > The IT platform is solid and controlled.
- > Partnerships with counterparties are above all strategic and long-term.
- > Ethics is at the heart of management.
- > Risk management is under control.

PURE CAPITAL, is...

- > More than 2500 clients
- > More than € 6 billion assets 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.

DISCLAIMER

The information contained above is provided for informational purposes only and is intended to present the management activities of Pure Capital SA ("Pure Capital"). The information or data (including text and photo material) contained in this document are protected by copyright and any reproduction or distribution thereof to third parties, in whole or in part, without the prior approval of Pure Capital, is prohibited.

Pure Capital reserves the right to modify or change the data contained in this document at any time without prior notice.

This document should not be construed as an offer to acquire/sell any financial instrument or any canvassing or solicitation to buy or sell any financial or investment instrument. All information published herein is provided for informational purposes only and does not constitute investment advice. However, no guarantee can be given as to its accuracy or completeness. This information has not been prepared in accordance with legal requirements promoting the independence of investment research and should therefore be considered a marketing communication. Although this content is not subject to any prohibition on use prior to its dissemination, Pure Capital does not seek to profit from it. There can be no assurance that investment objectives will be achieved. Past performance is not a reliable indicator of future results.

Pure Capital S.A., société de gestion régulée par la CSSF

R.C.S. Luxembourg : B152 461 | TVA : LU23888004
Siège social Luxembourg : rue d'Arlon 2, L-8399 Windhof
T : +352 26 39 86 | F : +352 26 39 86 57 | info@purecapital.eu

Pure Capital S.A./N.V., succursale Belgique

Numéro d'entreprise : 0730.593.409 | TVA : BE 0730.593.409
Adresse : 20 Sneeuwbeslaan, B-2610 Wilrijk
T : +32(0)3 246 04 65 | info@purecapital.eu

www.purecapital.eu