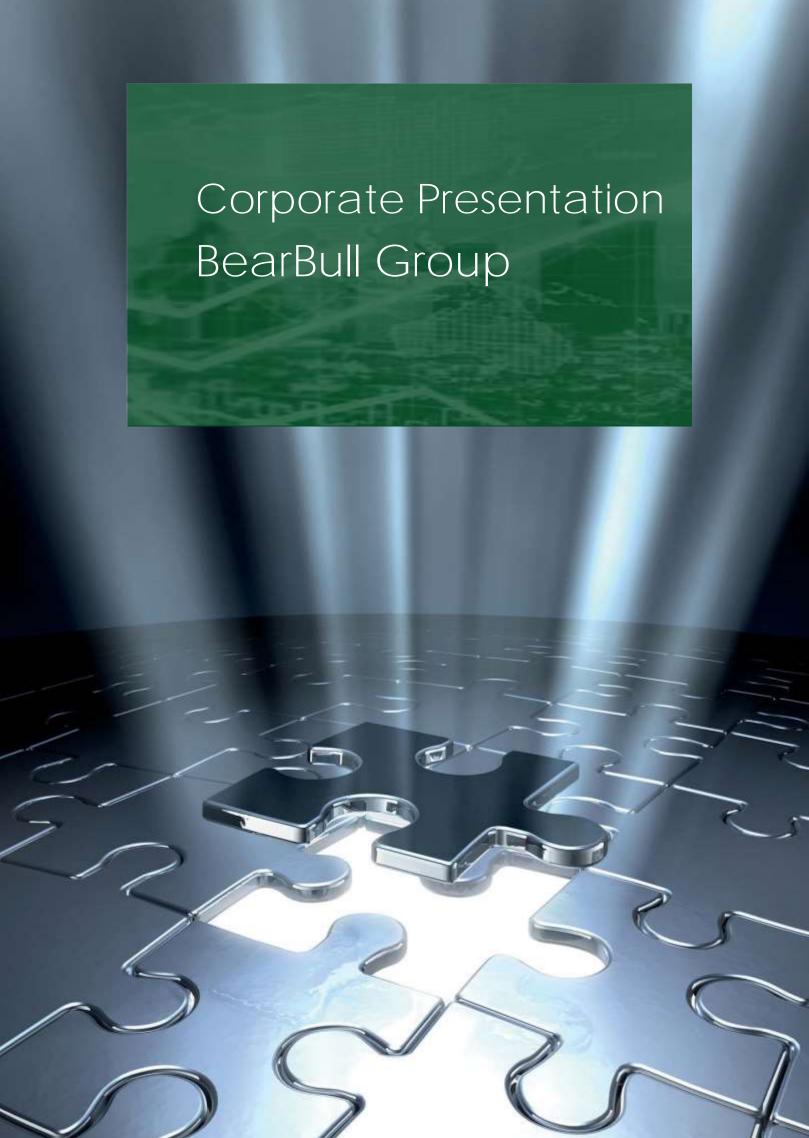






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Corporate Presentation BearBull Group



A unique profile in the MENA Region



Alain Freymond

Chairman of the Board & co-founder & CIO



Fernando Garcia

Vice-Chairman of the Board & co-founder and Head of Asset Management



Ahmad Saidali

Chief Executive Officer



BearBull Global Investments Group is a leading independent Swiss wealth advisory firm based in the DIFC and regulated by the Dubai Financial Services Authority (DFSA). The foundation of BearBull Group is rooted in our unwavering commitment to transparency, exceptional service quality, financial performance, and leveraging our team's 30+ years of experience advising institutional clients in Switzerland, to cater to the discerning requirements of institutional and private clients in the Middle East region.

BearBull Group is primarily focused on delivering unparalleled and impartial financial services to an array of prominent clients such as Sovereign Wealth Funds, Government entities, Institutions, family offices, and High-Net-Worth individuals in the MENA region, Switzerland, and other parts of the world. The executive team of BearBull Group possesses extensive experience in managing and advising funds for High-Net-Worth individuals since 1985.

For more than two decades, BearBull Group executives have been providing comprehensive wealth management and advisory services to institutional and private investors, enabling them to strategically plan, execute, and oversee their investments. Our tailored solutions are specifically designed to accommodate the dynamic nature of the financial markets, while reflecting our distinct perspective and vision. Our expertise and experience allow us to offer dedicate wealth advisory services that align with the unique investment objectives of each of our clients.

BearBull Group takes a consultative and highly personalized approach to provide our clients with bespoke investment solutions that cater to their specific goals and objectives. We leverage a comprehensive range of financial products, services, and strategies to plan for our clients' future investment objectives. Our commitment to transparency and integrity allows us to avoid the conflicts of interest that are inherent in universal banks and most vertically integrated financial institutions. Our focus is solely on delivering the best outcomes for our clients, without any undue influence from external factors.

Our management philosophy is reflected in our logo: the bear and the bull, which symbolises constant adaptation to different market phases and financial cycles.



An unrivalled alternative

While most banks concentrate and vertically organise their services internally for their own benefit and sometimes even with little or no regard for the real needs of their clients, BearBull Group offers an innovative and client-centric model that aligns with the current needs of investors.

Our horizontal organisation based on the optimisation of competences provides greater efficiency and transparency and, above all, offers a more effective and optimal service to our customers.

Our clients can trust us to provide unbiased and reliable advice, free from the conflicts of interest commonly found in traditional financial institutions. They can rely on us as a partner that offers a professional and competent relationship, providing comfort and trust in our ability to navigate the often complex and rigid structures of these financial firms.

BearBull Group is not a bank but an independent Swiss Wealth advisory firm offering the efficient organisational approaches and modern and effective management solutions expected by demanding institutional and private clients.

We are fully independent of banks and brokers and have established a network of partners highly qualified in their fields of expertise to complement our own in order to offer our clients tailor-made wealth management and development services adapted to their individual objectives.

We strive to develop privileged professional relationships with our clients based on three main principles: independence, competence and trust.

This approach to client relationships goes beyond traditional relationships and ensures an optimal alignment of our interests with those of our clients.



"...Your independence and your investment philosophy enable you to offer broader and more efficient management processes by drawing on the best available products for your clients ..."





Independence

- Independent investment strategy
- Independent partners
- Choice of products without conflict of interest
- Internal and external research
- Company owned by managing partners

Risk monitoring

- Active risk management
- Quantitative & fundamental risk analysis
- Active management of investment, legal and organisational risks
- Internal control system
- External control system (DFSA, auditors, fund management)

Continuity

- Passion for wealth advisory backed by over 30 years of experience
- Committed managing partners with close client relationships
- Lasting relationship with experienced key company contacts
- Stable management teams
- Utmost attention to service quality

Trust

- Trust is the hallmark of joint success
- Stringent ethics across all of our work
- Dedicated team available at all times to support clients in all circumstances
- Atmosphere of trust and security with the utmost discretion
- High level of comfort appreciated by hundreds of clients since the group's creation

Philosophy and DNA

8 founding principles

Always defended and protected, independence is a fundamental value that allows us to act in the exclusive interest of our clients and to advise them impartially and without conflict of interest.

We lend special importance to the management and strict monitoring of risk, systematically in organisational and functional terms, but above all with regard to implementing the agreed-upon investment policy and respecting individual management constraints. In particular, the risks associated with active management decisions are controlled by systematic and rigorous processes.

Our partners' commitment to the development of BearBull Group and their active role in managing client relationships, ensures stability and longevity in the quality of services provided and client satisfaction. Our clients can expect a privileged and long-lasting relationship with our partners, who have extensive experience in international financial markets.

In the exercise of all our activities, we adopt a stringent code of ethics.

Our employees' commitment, availability, competence and teaching ability are proof of our desire to do everything possible to create a climate of trust and security based on convenience and accessibility for the client.





An efficiency-oriented organisation and flexible investment management concepts ensure that our clients' individual objectives and constraints are taken into account. This adaptability is also designed to offer the right approach throughout the various phases of financial and economic cycles.

The optimisation of skills provides our clients with unique access to in-depth expertise in a wide range of areas of interest and also provides analytical resources that are difficult to match by vertically-organised banking institutions. This complex process also ensures better management of risks and opportunities.

The principle of identity of interest consists in particular of involving ourselves fully in the generation of added value and the performance of our clients' portfolios and of aligning our remuneration in part with the growth of their assets under management. A pricing system based partly on the results obtained is an expression of this alignment of interests.

The purpose of our activity is to grow assets and generate performance.

Obtaining the best possible results by controlling risk parameters as much as possible is our core mission. We implement an investment approach based on opportunity and risk management independent of a single management style to be able to freely choose at any time the approach best adapted to the specific current conditions in the financial markets.



Adaptability

- Human-scale company
- Objectives and constraints of individual investments taken into account
- Optimisation according to the client's investment aoals
- Freedom to choose from a range of products
- Solutions adapted to financial market conditions

Optimising our expertise

- Increasing complexity of the financial sector
- Optimisation of our expertise in wealth advisory
- Optimised selection of external partners (custodian banks, brokers, etc.)
- Investment process optimisation and risk management
- Focus on major sources of added value

Common interests

- Aligning our interests with those of our clients
- Supporting our clients through good times and bad
- Performance-based fee system
- Traditional fee system also available
- Desire to develop a long-lasting, rewarding and mutually beneficial relationship

Performance

- Absolute or relative, your performance goal is our primary concern.
- The majority of our selection of funds and management strategies outperform benchmarks
- Performance optimisation while minimising risk and volatility
- Active management of asset allocation, the main pillar of performance
- Strategy adapted to market conditions



Extensive track record



"...To be able to count on the continuity of the relationship with competent, available and educated professionals is an invaluable asset..."

Human skills

Our two founding partners form the core of BearBull Group's management team, with strong shared expertise. They share the same investment and risk management philosophy, which gives BearBull Group a strong corporate identity, durability and superior ethics, which are highly valued by our clients.

Our team of managers and analysts also have extensive expertise in all areas of investment, with an average of more than 15–20 years of experience, and have developed a distinct analyst/manager profile in their respective fields.

The diverse consolidated experience of the BearBull Group team allows us to pool significant resources to ensure that our clients benefit from the best possible skills and analysis to effectively manage their assets.

Human Leadership

- A team of investment professionals with an outstanding track record in institutional and private wealth management.
- Sharpened professional skills using proven methods of capital preservation.
- Our team is composed of professionals with advanced academic backgrounds and long-standing experience in wealth management.
- Our investment professionals draw on their extensive knowledge of the wealth advisory field and their expertise in asset management, trading, and risk analysis to offer our clients investment solutions tailored to their specific needs.



Regulation & Commitment

BearBull Global Investments Group Limited is directly regulated by the Dubai Financial Services Authority (DFSA) under the license category 3C, enabling it to advise on financial products, arrange deals in investments, arrange custody, arrange credit and advising on credit, managing collective investment funds and has been audited by BDO & Crowe UAE since 2017.

Increased Security

We have established an extensive network of prime custodians (reputable Swiss and international banks) to whom our clients entrust the safe-keeping and administration of their assets, in their own name, independently of ours. The custodian bank ensures that only the client can access their assets as the sole guarantor. As a wealth advisor, BearBull Group is not under any circumstance authorised to withdraw any funds or assets from the client's account. Furthermore, the custodian bank may also act as a second supervisory body to ensure compliance with wealth advisory constraints. This constitutes an additional guarantee for our clients in terms of security and trust.

No conflicts of interest

BearBull Group's philosophy and organisation are fully dedicated to ensuring the independence of all our processes. This is also the main guarantee and factor ensuring that there are no conflicts of interest, especially in the selection of products or partners.

"...In my view, your independence has always been evidence of trust and impartiality... Thanks to the latter, I can count on informed professionals who find appropriate solutions corresponding to my needs..."

Tradition & Innovation

BearBull Group is a pioneer in combining both tradition and innovation while constantly striving for excellence. BearBull Group's wealth advisory platform is based on the following principles:

- Anticipating the various economic and financial cycles to seize market opportunities
- Building portfolios based on the convictions stemming from our analyses
- Protecting our clients' portfolios through a policy of active risk management

It is with active management of both risks and opportunities, looking ahead of the consensus of the market, which allows us to generate a strong performance over the long-term while constantly innovating.



What sets us apart

"I have observed the evolution of your convictions over the past few years, and I appreciate that they have remained dynamic rather than static. Furthermore, your convictions often challenged the prevailing consensus, which has been highly satisfying to witness."

Greater capacity for action

In an increasingly volatile and complex financial environment, it is more important than ever to be able to analyse investment opportunities and risks in order to make decisions quickly to capture these opportunities or to preserve **our clients' capital.**

Since inaction is too often the result of slow decision-making processes, BearBull Group has been organised since its creation to be able to act, when necessary, with the greatest possible expediency and efficiency.

Our management principles are built around this crucial component, which gives us a superior capacity for action and reaction.

Whether it is private or institutional wealth advisory mandate, our multi-asset, equity, bond, commodity and other specific management styles all benefit from this essential part of BearBull Group's DNA.

Time-tested strategy

Our management philosophy is reflected in our logo: the bear and the bull, symbolising constant adaptation to fluctuating financial cycles.

No single investment strategy performs all the time. It is the constant adaptation of our investment strategy to different economic and financial cycles, whether in a bull market or a bear market, which optimises the asset growth and capital preservation for our clients.

We therefore focus on the active management of risks and investment opportunities as a central part of our management process.

What also sets us apart

- Increased capital preservation and asset growth
- Traditional balanced management
- Constant management of absolute/relative risk
- Truly active, meticulous investment process
- Heightened comfort provided by a documented risk approach
- Access to the CIO and members of the BearBull Group
- Investment Committee at the client's convenience
- Above-average performance while managing volatility



Individualised approach

BearBull Group has always distinguished itself from the major players in international finance by offering a truly individualised management approach to its clients. More than ever, we view this philosophy and mark of distinction as an essential element in

the definition of our company's DNA.

While most investors are involved in defining their asset allocation objectives as a matter of course, some may wish to go further and define the means and methods of achieving these objectives. We apply our individualised approach to asset advisory by giving our clients the opportunity to participate in defining the means and wealth advisory styles to be implemented, thus offering them a unique and rarely available flexibility.

This flexibility allows each investor to integrate specific parameters or ethical rules into our wealth advisory processes if they wish.

We are able to meet these expectations due to our best-in-class product selection process and our broad investment universe thanks to our long-standing open architecture.

Open architecture Unlimited opportunities

Our independent wealth advisory framework provides access to an unlimited number of products. Our research team analyses, selects and systematically screens the best and most successful investment management products offered by third parties in order to compile a high-performing range of products. A "best-in-class" approach is applied to more than 3,000 stocks and several hundred investment funds to implement our investment strategy and meet our clients' growth and capital



"...As institutional investors, we place significant emphasis on the concept of risk. We believe that the quality of performance can only be evaluated based on the risks associated with our portfolio and the performance generated. Therefore, we were pleased to see that BearBull Group places significant importance on this parameter in its advisory approach, which provided us with a sense of reassurance..."



Optimised organisation

"...During our initial meeting, I was immediately drawn to your approach, but I was initially hesitant to switch banks. However, I am delighted that I ultimately opted for your innovative solution, which has surpassed my expectations. Your approach has been both refreshing and effective..."

Choice of Advisory styles

Conventional, Shariah' Compliant, ESG

Choice of Custodian Bank

A network of 25 global Custodian banks both in the GCC and Globally

Choice of Jurisdiction

Switzerland, UAE, London, Hong-Kong, Singapore, Cayman Islands etc.

Services & organisation

Our business is primarily focused on investment advisory. As a client of BearBull Group, you retain the ability to choose your custodian bank and can also initiate new relationships through our services.

All the necessary IT and administrative resources have been put in place to ensure dynamic, accurate and transparent management of the accounts deposited with our custodian banks in full confidence.

Unique bank network

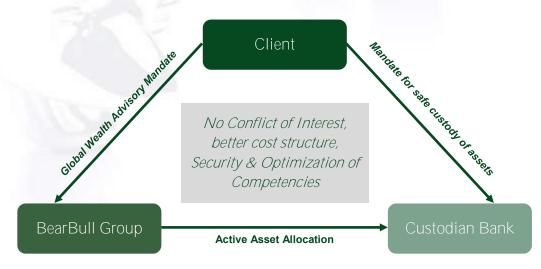
We have established a network of reputable custodian banks (Swiss and international) for our clients to entrust the preservation and administration of their assets in their own name, fully independently.

The custodian ensures that the client is the exclusive guarantor of his or her assets. BearBull Group, as wealth advisor, is not authorised to withdraw funds or securities from the account. Furthermore, the custodian can monitor compliance with investment management constraints, which constitutes an additional layer of security and confidence for our clients.

Our banking partners have largely delegated KYC activities to us, which provides convenience to our clients, who can therefore consider BearBull Group a central hub for managing their relations with their banks.

Open Architecture

Where opportunities are boundless



Financial Product Selection

Open Architecture - Best-in-Class approach



Security and Control

Our management concepts are often based on our capacity to act and react more swiftly. Our dynamic concepts of tactical asset allocation enable us to better protect our clients' capital.

Each investment decision is strictly verified, managed or diversified, to give you the guarantee of security and confidence.

BearBull Group offers access to a unique network of over 20+ internationally recognized custodian banks for safe custody of assets, ensuring only you can withdraw funds and adding an extra layer of security and oversight.















































Broad network of custodian banks

BearBull Group benefits from an exceptional network of custodian banks, covering most international jurisdictions of note, which allows us to establish banking relationships for our clients directly in various countries and jurisdiction in the comfort of our DIFC office.

"...I find great comfort in having BearBull Group advise me on my financial assets, as it allows me to devote my full attention to my business without any concerns ..."

Safe Custody

of Assets





Our main activities

A passion for investment



Overview of our top 10 activities

The core of BearBull Group's DNA is closely linked to the experience of its two founders in the institutional space, dating back to the origins of the Occupational Pensions Act (BVG) in Switzerland. The institutional expertise available to BearBull Group's clients therefore dates back to 1985.

Private wealth advisory has evolved to incorporate the concept of wealth advisory with institutional characteristics. This approach enables private clients to enjoy the benefits of investment performance and policy transparency that have traditionally been associated with pension fund management.

Advisory services involve a more collaborative approach to asset management, in which expertise is shared and provided to meet the needs of institutional, professional, or private clients.

Audit, control and optimisation of the management organisation were initially offered to institutional clients before being extended to private clients, multi-family offices and trustees.

Financing services are also available through our partner banks for the needs of our private clients.





Wealth advisory Skills

Active wealth advisory



Time-tested Strategy

Our management philosophy is reflected in our logo: the bear and the bull, symbolising constant adaptation to different financial cycles.

No single investment strategy works all the time. Investment policies must adapt to fluctuating economic cycles, whether bullish or bearish, thus optimising capital growth and preservation for our clients. BearBull Group emphasises active management of investment risk and opportunities as a central pillar of its management approach.

An effective management process must take into account changes in the cycle over time, in order to exploit rises and avoid falls.

In view of the turmoil that has swept across financial markets over the last few years, investors are more actively seeking wealth managers with skills that add value throughout the different phases of the economic and financial cycles.

Our investment strategy is specifically crafted to exploit long-term market gains in periods of growth and, at the same time, to implement truly active risk management that limits the probability of market losses during periods of economic uncertainty.

Our active processes encourage decision making and are systematically buffered by trajectory adjustment for better risk management.

- Our asset management concepts are founded on the conviction that it is essential to be able to adapt any investment strategy and the management products used to implement it to current economic and financial conditions.
- Our independence and management philosophy have enabled us to build our organisation to offer this decisive advantage to our clients

"...We appreciated your reassuring approach to long-term investment and also understand why in some situations you put the emphasis on preserving our assets..."



Overview of our 10 core competencies

Since creating BearBull Group, we have been providing wealth advisory services to institutional and private investors with solutions adapted to the volatility of financial markets and an alternative view of equity markets.

Our wealth advisory concepts optimise our skills in each specific field and cover the full global investment spectrum.

Our bond expertise covers GCC, American, European and other international bonds, emerging market debt, credit risk management, currency management and government and corporate debt.

Diversified wealth advisory has always been at the heart of our business. We specialize in advising institutional and private clients on diversified mandates of all kinds, drawing on our expertise in asset allocation and stock selection.

We have extensive expertise in equity markets, including but not limited to GCC, American, European, international, emerging markets, large and small caps, as well as global and regional investment sectors.

Our management team has been a pioneer in investing in commodities since 2000. We offer general and specific expertise in this asset class (energy, precious metals, basic materials and soft commodities).

For over two decades, currency risk management has been a distinct management concept that we specialize in, separate from other management processes.

Our expertise in this area is exemplified through our currency overlay mandates.

The managing partners at BearBull Group have been involved in SRI (Socially Responsible Investing) and sustainable development since 1998. Over time, we have developed approaches that are tailored to each asset class to incorporate this dimension into our asset management strategies.



A passion for



Open architecture

"...Ever since entrusting a part of my wealth to your care, the conflicts of interest that existed before have become crystal clear to me. I express my heartfelt gratitude for helping me enhance my business management practices. ..."

Independence & performance

Our greatest added value lies in our independence from the financial products we recommend to our clients

BearBull Group utilizes collective investment vehicles in several management approaches. We carefully select these vehicles based on their tradability, cost transparency, and clarity of management approach to meet our clients' investment policy requirements. Depending on our clients' management constraints, we may use either active or indexed collective investment vehicles.

Our range of investment recommendation options includes carefully selected thirdparty funds, many of which are listed and have shown strong market performance in recent years. These options are systematically analysed against a set of benchmarks to ensure the highest level of investment quality.

Best-in-class approach

As independent wealth advisors, we prioritise our clients' interests by selecting the most suitable financial products.

Our horizontal organizational structure enables us to eliminate conflicts of interest that arise when managing a portfolio at a bank. Our product selection process follows a "best-in-class" approach, ensuring that we choose the most suitable products in the market for our clients' investment goals without any conflicts of interest.

Investment Universe Approximately 250'000 investment funds (Bloomberg) BearBull Tracking Universe More than 3'900 funds « Short List » Approximately 200 funds Selection

What also sets us apart

A truly open architecture

We pay special attention to the following quantitative and qualitative criteria:

Uncompromising selection of products Analysis of the risk-return ratio.

Transparency and proximity to investment fund managers.

Relevance of long-term performance.

Systematic review of key parameters.



Opportunity and risk management

To effectively manage risks associated with active wealth advisory decisions, we utilize dynamic position management methods on multiple levels. This approach allows for quick action and reaction when necessary. While tracking error is commonly used to manage risk relative to the benchmark index, we believe that an active control system is essential for true trajectory control.

Active management deviations are crucial for adding value, but they require careful monitoring and analysis to ensure that the trajectory stays on track. In order to limit the negative effects of less successful investment decisions, it's important to have a clear policy for corrective action.

These different measures form an integral part of our investment process and contribute to effective management.

Independent active management

We rely on our own analysis of macroeconomic and financial factors, as well as input from independent external sources with high-quality analysis within their specific fields, to form our independent judgment. This analysis guides us in establishing an investment strategy that is typically tied to long-term asset allocation or a benchmark index.

We estimate the positive or negative effects in terms of absolute or relative performance to anticipate and control the active risk inherent to the implemented strategy.

Our dynamic and rigorous management methods pave the way for profitable operations while also limiting losses when necessary. This approach allows us to achieve strong performance for our clients while effectively managing risk.

Management skills

Active allocation

- Active allocation focused on opportunity and risk management outperforms « buy and hold » strategies
- A unique, anti-cyclical approach that enhances asset protection
- Active management, provides high-level performance whilst avoiding extreme allocations

Process

- Daily Investment Committee meetings
- Complete daily analysis risk tool, bolstering up our judgment and rigour
- Daily comparison of risk analysis and fundamental analysis
- Anticipation and identification of risk (ex-ante versus ex-post)
- The Daily Risk Analyser, a proven quantitative model used for over 12 years

Selection

- Security, liquidity and transparency of products used, and direct investments
- A "best-in-class" approach in the selection of investment products
- Use of derivatives where appropriate





Private banking investment strategies

Tradition and Transparency

For over two decades, BearBull Group partners have been playing an active role in developing performance comparison measures for wealth management and investments. They have made regular contributions to increasing transparency in private banking and wealth management services, developing tools and indices that have been embraced by the financial community and are now widely recognized and used by both investment professionals and private and institutional clients in Switzerland and abroad. In the Middle East, we have decided to pursue our commitment to greater transparency and most importantly to providing performance measurement tools accessible to all.

The FIRST in the GCC

BearBull Global Investments Group is proud to be at the forefront of private banking investment strategies in the GCC, providing UAE, Saudi, Kuwaiti, and Omani based investors with a unique set of benchmarking tools to objectively compare their portfolio returns.

Our monthly publication of the BearBull Private Banking Investment Strategies offers transparent and reliable benchmarking tools that represent systematic and passive investment strategies. We believe in empowering our clients with the knowledge and tools necessary to make informed investment decisions.

Adapted to your wealth advisory profile and your reference currency

Aimed at private investors in the Middle East, this family of reference strategies gives you free access to a detailed performance chart every month, displaying performances from 2000 objectively and transparently. It first shows eight asset classes that may form part of the portfolios managed by your trustees, then a family of three diversified benchmark strategies, with their allocations in these eight asset classes reflecting the three different risk and return levels (low, medium, dynamic).



Private Banking Indices compositions

The asset classes in our BearBull Group Private banking investment strategies family can be broken down into two main sectors:

- Five Traditional Assets Classes
- Three Alternative Assets Classes

Traditional asset classes are those commonly found in diversified benchmark indices. They include equities, bonds and real estate in AED or foreign currencies. They are the basic investments generally selected to build diversified portfolios, both in terms of asset classes, geographies, economic sectors and currencies. Often, they are the most liquid assets, the most transparent, and those that are best understood by investors.

Alternative assets refer to investment types that are not generally considered among the primary sources of investment but rather as opportunities to diversify beyond the basic investments. Often they do not correlate with traditional investments and should achieve higher performance levels in the long run, although they are often riskier. The non-traditional assets included in our indices are commodities, hedge funds, and private equity.

Risk and return levels

We have developed 3 dedicated indices to measure all 3 types of the most common private banking strategies, which are diversified into 10 different asset classes worldwide. Our strategies have been designed to be highly representative of the types of portfolio management strategies offered to investors by wealth advisors in the GCC, summarized in the following 3 sub-indices:

- BearBull Private Banking Investment Strategies « Low Risk »
- BearBull Private Banking Investment Strategies « Medium Risk »
- BearBull Private Banking Investment Strategies « Dynamic Risk »

<u>What sets us apart</u>

- The first Private Banking Indices in the UAE
- Tradition of Transparency

systematic

strategies

investments

- Aimed at Private Banking Clients
- Five reference currencies: AED, SAR, KWD, EUR, USD



Traditional and alternative assets classes

Traditional asset classes are those commonly found in diversified benchmark indices. They include equities, bonds and real estate investments. They constitute the core of diversified portfolios, both in terms of asset classes, regions, economic sectors and currencies. They are the most liquid and transparent type of assets and are also best known by investors.





Non-traditional assets refer to investments that are not generally considered being the core of investment strategies but are rather seen as diversification opportunities. Returns of non-traditional assets are often perceived as not correlated to those of core assets. Their respective expected returns are usually considered higher over the long run, but also more volatile. The non-traditional assets included in our indices are commodities, hedge funds, and private equity.

Other types of non-traditional investments could also have been considered, such as convertible bonds, structured products, investments in the art market. These have actually been dismissed, either for lack of systematic representativeness, strategic relevance or because of the absence of a representative sub-indices.





Institutional investors



"...Your investment philosophy and approach to dealing with your institutional clients has regularly set you apart from your competitors in terms of performance, but also in terms of your relationship with affiliate representatives who appreciate the accessibility of your message..."

Serving CCG institutions since 1985

As BearBull Group's managing partners have been active in advising some of the GCC region's leading sovereign wealth funds since 1985, we have exceptional experience in assisting pension fund boards, setting out investment strategies, monitoring investments and providing overall risk management.

At BearBull Group, we employ the latest and most effective techniques and expertise in the industry. We prioritize a practical approach that has been proven to be successful, grounded in extensive knowledge of financial mechanisms and the banking system. We do not allow ourselves to be influenced by passing fads; instead, we focus on meeting the unique needs of our clients through our thorough understanding of the inner workings of the financial industry.

Our strengths

Our active and proven investment strategy provides effective solutions in terms of both performance and risk management, regardless of conditions in financial markets and the real economy.

Our investment processes for our diversified wealth advisory concept, as for all our management concepts, are rigorous and disciplined. Trajectory control is a key element that guarantees precise knowledge and control of our active management decisions.

The rigour of the investment process covers risk analysis as a priority as well as the freedom (within certain prescribed parameters) necessary for active decision-making.

Our teams possess strong pedagogical skills, which is highly valued by the boards of trustees and investment committees of our clients. This allows us to communicate complex financial concepts in a clear and concise manner, making our clients feel more at ease and confident in their decision-making processes.

An effective alternative

BearBull Group's investment philosophy and wealth advisory concepts are often clearly distinct from those of the main players in the sector, which makes us the ideal candidate for any institutional investor looking for original, efficient and complementary skills to those of their current partners.

We respond to pension funds' growing need for service providers with greater independence and capacity to act, as well as greater transparency in the processes applied and in the selection of products in particular.

Our solutions are designed to eliminate any potential conflicts of interest and to maximize the combination of competencies in order to achieve optimal performance. We prioritize providing the necessary resources and expertise to ensure that our clients receive the best possible outcome, free from any conflicting interests.



Advisory mandate

Our multi-asset investment guidance is provided through advisory mandates, which offer a range of investment policies centred on our five private banking investment strategies (low, medium, or dynamic risk), as well as policies that follow other indices. This approach ensures that our clients receive tailored investment guidance that aligns with their specific risk profiles and investment objectives.

While many of our clients have developed their own specific investment strategies over time, based on unique indices tailored to their needs, our advisory mandate takes these parameters into consideration when implemented. This ensures that our clients' investment strategies are fully integrated into our guidance, providing a personalized approach that meets their specific needs and goals.

Our wealth advisory services are tailored to the individual constraints and preferences of our clients, ensuring a flexible and personalized approach.

Specialised and thematic advisory

In terms of specialised wealth advisory, our institutional offer covers all traditional asset classes (fixed income, equities, real estate, commodities, alternative, etc.).

Thematic advisory is also available in certain market segments in which we have developed specific expertise, such as Environmental, Social and Governance (ESG) the alternative energy segment (clean energy), and natural resources, etc.

Active currency risk management is also available in the form of a systematic or active advisory mandate.

As with multi-asset advisory framework, we listen to our clients to define the key parameters of the advisory style they wish to apply. We therefore offer our expertise in managing specialised or thematic advisory mandates, taking into consideration the management objectives and constraints defined by our clients.

ESG investment management

- Impact investing

BearBull Group has been committed to sustainability since its inception and can therefore offer the integration of ESG criteria in most of its advisory mandates with proven expertise and time-tested competence.

Our approach to ESG investment is also based on flexibility and pragmatic solutions for our institutional investors.

The introduction of ESG criteria in multi-asset or specialised asset management can now reference superior historical performance, encouraging positive growth in demand for this type of approach.

Types of mandates

"...We highly value your management skills, availability, and commitment to addressing our Board of Trustees' concerns. Your experience and visionary approach to the evolution of key parameters are greatly appreciated, and we trust your expertise to guide us in making informed decisions..."



Our Independent Wealth Advisory Framework

BearBull Group's founding partners and institutional advisory team have been active in advising GCC sovereign wealth funds (SWFs) since 1985. They have acquired solid experience in assisting boards of trustees, defining strategies, monitoring investments and controlling risks.

We provide an essential service to institutions, which can rely on our advice to optimise their management organisation, strengthen their decision-making processes and train board members in their new tasks.

Our services can be tailored to the needs of our clients.

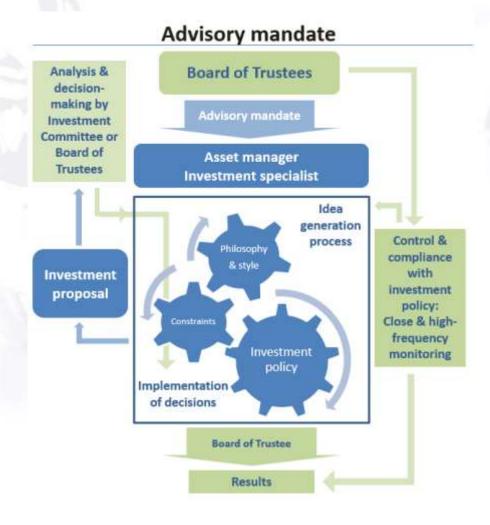
BearBull Advisory Services Flexible partnership and responsibilities Decisionmaking by Board of Shared decision-Trustees / making Investment Flexible Committee partnership with Flexible investment Decision-making partnership advisor outsourced to with higher investment level of client manager involvement

"...We particularly appreciate your dashboard and optimal investment advisory, which we consider to be an essential decision-making aid in managing risks and opportunities..."

Independent

institutional

advisory





Our strengths

By working with highly qualified experts, we are able to combine the financial, economic, academic and legal knowledge needed to optimise asset management for pension funds in a unique fashion. We also provide pension funds with valuable and exclusive insights into both the organisational and functional aspects of their service providers.

Our long-standing expertise as an independent wealth advisor allows us to offer effective, independent advice based on real-world experience such as is rarely demonstrated by most investment advisors.

Our team of experts equips you with all the necessary knowledge and tools to understand and evaluate crucial financial concepts related to your duties. We possess strong pedagogical skills that enable us to transfer both theoretical and practical knowledge effectively. Our focus on practical knowledge is particularly valued by our clients, as it equips them with the skills and understanding needed to navigate real-world financial situations.

Our team possesses a diverse range of multidisciplinary skills and a deep understanding of financial aspects that go beyond traditional macroeconomic or financial analysis. This allows us to provide unique perspectives and comprehensive solutions to complex financial challenges, ultimately delivering greater value to our clients.

A real force in idea generation

We see our ability to be a real force in terms of generating and proposing new ideas as a key distinguishing mark of our approach as advisors.

We act as a watchdog for risks and opportunities, ensuring that you are able to act swiftly when needed.

Expertise

"...Our board highly values the experience and expertise of your teams, who provide us with tailored advice to meet our specific needs. We appreciate the support and availability provided by your team, both in terms of investment and organizational matters. Their guidance allows us to make informed decisions and effectively manage our investments to achieve our financial goals..."

Coherent integrated advice

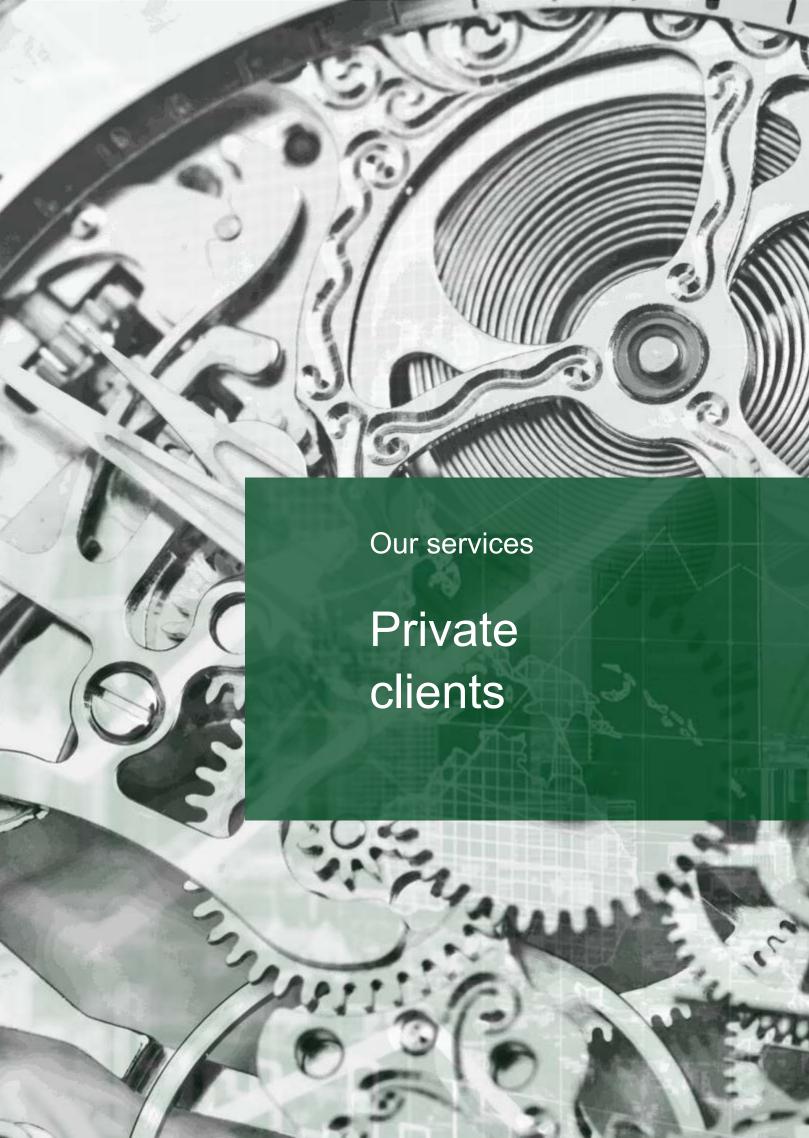
We offer personalised advice and support that can potentially cover all stages of the overall process of structuring, managing and monitoring investments.

Our services can cover the various phases of asset investment, starting with the definition of the investment objectives, followed by the investment strategy and the development of a specific investment philosophy.

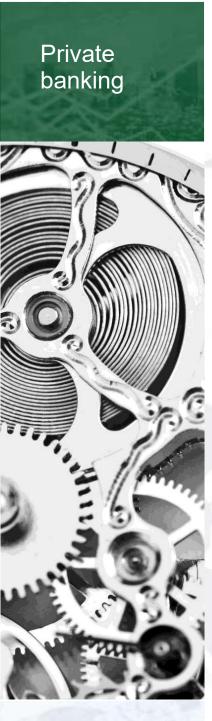
We accompany institutional investors in the implementation of the strategy with specific support in the selection of products or financial partners. Our services can also include risk control and management, compliance aspects, ethics and cost optimisation, as part of a coherent integrated advisory mandate.

In this way, we support the establishment of a coherent organisation of performance objectives, strategy, management philosophy and the implementation of procedures for the supervision of service providers.





Private clients



A strong Swiss DNA

For centuries, Switzerland has rightly been regarded as a symbol of political and monetary stability. It has also naturally become a symbol of prudence and competence in private wealth management.

Our Group's mission today is to offer our clients investment management solutions that distinguish themselves through their focus on long-term performance and emphasis on the notion of capital preservation. Our vocation is to achieve excellence in carrying out the sole business of wealth advisory while remaining true to our philosophy and founding principles and preserving total autonomy of action.

Based in the Dubai International Financial Centre (DIFC), BearBull Group stands out by optimizing the integration of wealth advisory and custodian bank functions, offering family office services, and providing institutional wealth advisory expertise to private clients. This unique approach allows us to deliver comprehensive financial solutions to our clients, covering all aspects of their financial needs and goals.

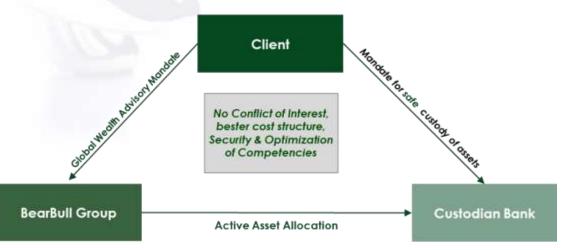
An optimal alternative

Our activity is focused mainly on advisory mandate management and investment advice, however, our clients can also benefit from our services and solutions in legal and fiscal matters, as well as in real estate investments in the GCC and abroad, thanks to a single point of experience contact and a network of reputable partners.

Our investment concepts support investment funds for certain asset classes, which means we do not require a strict minimum in investable assets before accepting an investment management mandate.

By assigning an advisory mandate to BearBull Group, you retain the choice of your custodian(s). We can work with the custodian bank(s) of your choice or advise you on selecting one or several partners from our network adapted to your needs (20+ local and international custodian banks).

"...Over the years, the whole family has come to appreciate your commitment and passion when you talk to us about our wealth..."



Unique alternative

"...You know how to present the undeniable merits of the institutional approach that you have made accessible. Understanding your work now contributes to our sense of satisfaction and comfort..."

The contribution of institutional expertise

We provide unique institutional expertise in wealth management, using advanced wealth advisory processes, portfolio construction, and risk management techniques to enhance our clients' confidence.

Investors seeking to combine personalised service and confidentiality with an institutional approach to managing their assets will find in BearBull Group a partner that offers them this unique profile in the world of wealth advisory.

Our independence and organisation allow us to offer investment processes that stand apart thanks to our heightened capacity for action, thereby providing asset preservation and growth with maximum security. Our managers' lasting commitment to listening to our clients' concerns results in a stable relationship based on mutual trust.

Pricing & transparency

Our services are offered based on performance and incentive fees or through a fixed investment management fee. Our fees not comprise custodial fees, trading commissions and various taxes. This method provides full transparency regarding the costs of our various investment management activities and allows us to take advantage of economies of scale in our various businesses.

What sets us apart

- Optimal organisational solution (custodian bank/manager)
 - Exceptional contribution of institutional expertise
 - Enhanced capital preservation and asset growth
 - Best-in-class approach and privileged access to the best products
 - Rigorous and truly active investment process
 - Alignment of interests with our clients
 - No conflicts of interest





Multi-Family Office Services (MFO)

Multi-Family Office Platform



Global and integrated view of your assets

The purpose of the BearBull Family Office Platform family office is to effectively consolidated, manage and transfer established wealth over generations, with the highest level of care and professionalism.

We offer you personalised advice and services covering one or several aspects related to the structure, management, oversight and optimisation of your family's wealth, depending on your needs.

We offer you coherent and fully integrated advice when our activity extends to all of the stages in the process.

We can incorporate a large spectrum of assets, including listed securities, unlisted shareholdings, private equity, real estate, art or any other type of asset.

We offer you tailored support at all stages of the overall process of valuation, structuring, management, oversight, investment, and financing of your assets.



What sets us apart

Our model is centred around optimizing competencies, with a focus on trust and effective management of conflicts of interest. We take pride in providing flexible partnership options, scalable solutions, convenient account setup, and a vast network of custodian banks spanning the globe.

Flexible advisory services tailored to your specific needs. Investment tracking solutions monitoring the adequacy between your expectations and the results obtained.

Unique global risk management approach allowing you to choose your degree of involvement in the wealth advisory process. Wealth planning is in-house or shared with investment professionals based on proven and documented methodologies.

"...We feel that you are part of a very small universe of trusted partners with whom we appreciate being able to address all the essential topics related to the structuring and management of a global estate by taking advantage of your holistic approach and your network of partners who are sometimes indispensable to the implementation of the objectives set..."



The contribution of institutional expertise

Involved since 1985 in advising and managing pension funds, institutional clients, sovereign wealth funds, and larges companies listed in Switzerland and abroad, **BearBull Group's founders and its team of advisors and investment** professionals have acquired unique and solid experience at the service of demanding institutional and private clients.

Our services include defining investment strategies most adapted to specific individual situations, advising on assets in accordance with these strategies, overseeing client investments, addressing overall risk management, and managing of service providers.

Our experience covers all asset classes globally. We also advise clients with respect to direct real estate and private equity investments. Thanks to our indepth asset management expertise, we advise our clients more effectively and fully independently. We incorporate theoretical concepts into our very concrete practice of wealth advisory.

Pricing & transparency

Our services are offered on the basis of performance and incentive fees or through a fixed investment management fee. Our fees do not comprise custodial fees, trading commissions and various taxes. This method offers full transparency regarding the costs of our various investment management activities and also allows us to take advantage of economies of scale in our various businesses.

Swiss institutional expertise

"...Managing a very diverse estate is complex, but the most important thing for us has been to set up with your help a real process of passing on skills and guidance to our children and future generations..."

What also sets us apart

- 30+ Years of Institutional Experience at the service of Private Clients
- Unique one-stop-shop approach to better manage your assets
- Unique and Extensive Financing Network
- Uncompromising Financial Product Selection Process
- Rigorous and truly active wealth advisory process
- Alignment of interests with our clients
- Absence of conflict of interest



A firm founded by Pioneers



"...The purpose of BearBull Family Office services is to simplify our client's life by giving them back time to pursue their passions while ensuring that their assets and legacy are professionally structured, managed with the highest level of professionalism and integrity, and passed on to the future generations ..."

Intergenerational transfer of wealth

Our clients often request the creation of a Family Office to address a crucial need: the intergenerational transfer of wealth accumulated over time, sometimes spanning generations.

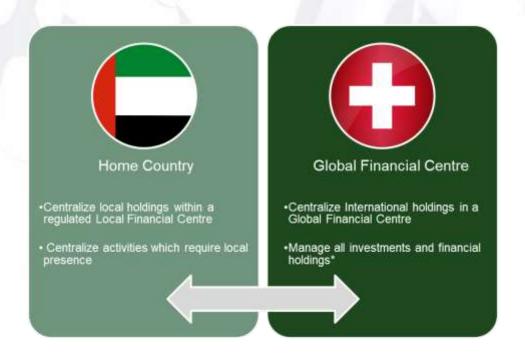
As families grow and evolve, the risk of dilution of their wealth rises, highlighting the importance of implementing effective wealth preservation strategies and sound governance structures.

Over the last 25 years, particularly in the Middle East, Asia, and Latin America, many families have experienced tremendous business success and seen their wealth grow substantially. Consequently, they recognize the critical need to establish a solid structure to safeguard their prosperity and transfer their wealth to future generations.

These families seek to establish a professional management structure for their wealth, akin to those employed by business firms. They understand the necessity of adapting to changes in legal, economic, and social conditions while maintaining the stability and security of their wealth.

Multi-Jurisdiction Family Office Structures

While many of the services offered by Family Offices are personal in nature and require physical proximity to family members, for families with international business interests, a single jurisdiction may not be sufficient. As a result, such families are increasingly choosing to set up their family office in two jurisdictions:

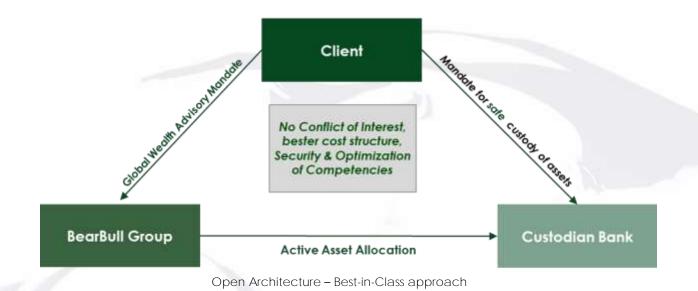


*Other global jurisdictions of note include Singapore, United Kingdom (Jersey) and USA



Our Business Model

Open Architecture — Endless opportunities



Benefits for clients

Holistic view of your assets

True open architecture

Enhanced operational efficiency

Broader market offerings

Reduced duplication of services

Reduced risk of conflict of Interest

Economies of scale

Economies of scope

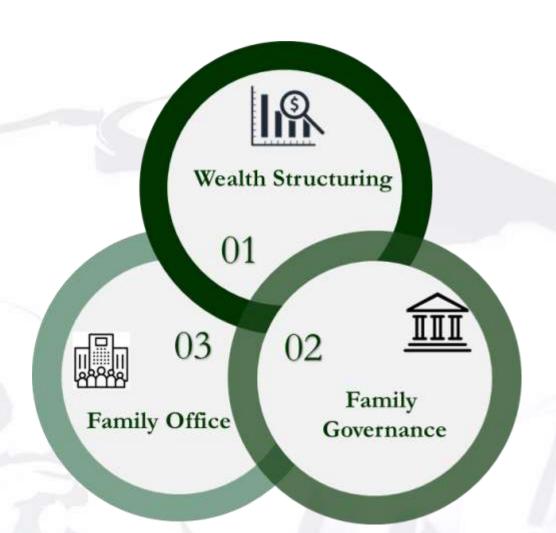
Increased market power

Result: Superior service at a competitive cost

"...Being in contact with the same people year after year is priceless. No one wants to unnecessarily expose the complexity of their financial position, property, and family at each change in the relationship. At BearBull, I know my banker will always be there to assist me with total independence and confidentiality.."

Our value proposition

"...As an entrepreneur, I have poured my heart and soul into building a successful business. When it comes to choosing bankers to work with, I seek out those who share my values and understand the importance of hard work and cultivating long-term relationships. That's why I chose to trust BearBull Group and its executives. As fellow entrepreneurs, I know they appreciate the identity of interests that comes from building a successful business from the ground up. ..."



What sets us apart

- Deep knowledge of entrepreneurial family's wealth structuring and governance
- Global Family Business Centre of Excellence
- Collaborative approach ensure building of your capabilities
- Multidisciplinary team with the 30+ years of relevant experience
- Delivery excellence to achieve your objectives on time



We challenge the status quo

We firmly believe that in today's ever-changing and complex world, wealth management cannot be reduced to a mere selection of investment products or standardized portfolios. At BearBull Group, we are dedicated to managing our clients' investments as part of a comprehensive, intergenerational approach that takes into account the entirety of their family's wealth.

Our investment decisions are carefully made with our clients' interests at the forefront and are based on a deep and nuanced understanding of their family's unique circumstances.

At the core of our approach lies a set of values that prioritize independence, competence, and trust. To deliver a truly integrated solution, we have fostered a corporate culture that places teamwork above individual targets.

As a management-owned company, we are committed to prioritizing our clients' long-term interests over our own short-term business goals.

Challenge convention

What we do

- We specialize in designing efficient holding structures that are built to withstand scrutiny from multiple angles, including tax, asset protection, and ownership perspectives.
- Our team also conducts thorough family diagnostics exercises to tailor a bespoke family constitution that reflects the unique needs and goals of each family.
- In addition, we work closely with our clients to determine the specific requirements
 of their Family Office, designing an internal structure that incorporates governance, risk controls, and efficiency to ensure seamless efficacy.





Real estate

Direct securitised real estate



"...It's true that many investors think they can easily make their own real estate investments, but your solutions demonstrate that your expertise provides essential added value..."

Long-standing commitment to real estate

At BearBull Group, we firmly believe in the value of including direct or indirect real estate investments in the investment strategies of both institutional and private investors. Our experience and research have shown that such investments can provide diversification benefits, inflation protection, and attractive long-term returns. We work closely with our clients to identify appropriate real estate investment opportunities that align with their investment objectives and risk tolerance.

Our founders have been at the forefront of advocating for the integration of real estate into multi-asset investment strategies since the 1990s. In fact, they conducted the first Swiss study on this subject in 1998, specifically for pension funds. The study demonstrated the significant strategic benefits of incorporating real estate investments into traditional investment strategies, including improved risk/return trade-offs, as well as effective diversification during times of rising inflation.

Today, we continue to advise our clients on investing in both direct and indirect real estate through our extensive expertise in carrying out real estate transactions or implementing investment strategies using securitized real estate investment vehicles. We believe that such investments can provide attractive returns and diversification benefits for our clients' portfolios.

What sets us apart

Thanks to our extensive asset management expertise, we are able to provide our clients with effective and fully independent advice, free of conflicts of interest. We leverage both theoretical and academic concepts, as well as our practical experience in active or passive asset management, gained from our numerous banking relationships to help our clients achieve their investment objectives.

In addition to our expertise in asset management, we have built a network of local and international partners who can provide support to our clients in the development and financing of their projects.

Our team of experts is equipped to negotiate the best possible terms on behalf of our clients, ensuring that they receive the most favourable terms and conditions for their investments.

Keys to success

Our approach to real estate investment involves a comprehensive analysis that takes into account both top-down and bottom-up factors.

- We conduct top-down analysis of the economic cycle, inflation and interest rates to identify macroeconomic trends that may affect real estate markets. We also analyze the underlying real estate markets, including the geographic allocation and allocation among residential, commercial, industrial and hotel sectors.
- We then conduct tactical allocation among the different types of real estate investments, considering factors such as performance, yields, valuation, risk premiums, debt and vacancy rates.
- Finally, we conduct bottom-up analysis of specific properties, looking at performance and risk factors to identify opportunities for value creation.
- By taking a holistic approach to real estate investment analysis, we are able to identify the best opportunities for our clients and provide them with the highest level of added value.

Pricing & transparency

Our services are offered on the basis of performance and incentive fees or through a fixed investment management fee. Our fees do not comprise custodial fees, trading commissions and various taxes. This method offers full transparency regarding the costs of our various investment management activities.

GCC & international

"...We recognized the importance of finding the right expertise to help us define and implement a real estate strategy that truly suited our needs. We are pleased to say that we found a solution that effectively combines long-term direct investment strategies with short term steering strategies, and we are satisfied with the results ..."

Our services

- Definition of an investment strategy
- Objective and transparent assessment of valuation assumptions
- Search for financing
- Advisory mandate for international securitised real estate





Contact

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