



**FRIDHEM
ASSET**

CORPORATE FINANCE & ADVISORY

**FRIDHEM ASSET MANAGEMENT, COMPRISES
HIGH-CALIBRE PROFESSIONALS WITH EXTENSIVE
INDUSTRY EXPERTISE, AND PROVIDES CLIENTS
WITH UNPARALLELED TAILORED SOLUTIONS.**

**CORPORATE
PROFILE**

SUSTAINABLE APPROACH BUSINESS AND RESEARCH

We are Fridhem Asset Management,! We are an independent company offering global wealth management and investment management client services. We've helped millions of investors worldwide pursue their real-life goals.

Our team of experienced professionals works tirelessly to understand our clients' goals, risk tolerance, and investment objectives. We then develop customized investment strategies that align with their needs, utilizing a combination of traditional and alternative assets.

Our investment portfolio spans the power, energy, financial services, hospitality, real estate, healthcare and technology sectors, operating in multiple countries worldwide making us a multilateral firm

Driven by our dedication based philosophy, we invest and manage assets for the long-term, bringing strategic capital, sector expertise, a track record of business turnaround success and operational excellence to clients that invest in us.

GOVERNANCE

Our efforts are most successful when there is an accountable governance structure in place. We have an active Diversity & Inclusion Forum with members from across all areas of the business that guides our approach, sets our overall strategy, and ensures we meet our goals.

Fridhem Asset Management AB is a premier investment firm with registration no 556893-2007 and official name Fridhem Asset Management AB, is dedicated to delivering exceptional asset management and financial advisory services. Established with a vision to empower clients to achieve their financial goals, we offer personalized investment strategies, expert market insights, and comprehensive financial planning. Our unwavering commitment to excellence and client satisfaction sets us apart in the industry, making us a trusted partner in your financial journey.

At Fridhem Asset Management AB, we believe in a disciplined and strategic approach to investment management.

Address: Signalgatan 17, 211 14 Malmö, Sweden

Email address: info@fridhemasset.com

A dedicated governance role underscores our commitment to our clients and ensures that we have a full-time dedicated team moving this work forward on the ground level, keeping all parties focused on our goals, and thinking strategically about our future.

Our Five Core Capabilities

We focus our expertise on five core capabilities, which can be combined into multi-asset solutions, aligned with our clients' goals and they are;

- ° High Conviction Active Strategies.
- ° | Emerging Markets.
- ° Private Assets.
- ° Systematic, Quantitative & Index.
- ° Liquidity Solutions.

Our Mission

At Fridhem Asset Management AB, our mission is to provide our clients with exceptional asset management services tailored to their unique financial goals. We strive to deliver superior investment performance through a client-centric approach, innovative strategies, and in-depth market analysis. Our commitment to integrity, transparency, and excellence is at the core of everything we do.

Our Values



Integrity, innovation, and client success are the pillars of Fridhem Asset Management AB. We believe in conducting our business with the highest ethical standards and fostering a culture of transparency and accountability. Our innovative approach ensures that we remain at the forefront of the industry, providing our clients with cutting-edge solutions. Above all, we are dedicated to the success and satisfaction of

our clients, making their financial well-being our top priority.

Our attitude to managing wealth is measured and insightful, with a consistent focus on preserving capital and delivering strong risk-adjusted returns.

We have consistently anticipated and responded to the changing needs of investors. We are driven by a commitment to provide individuals and institutions with the highest-quality investments and advice.



We have a team of professionals with world class experience working for you 24/7. Our goal is to provide our investors with a reliable source of high income, while minimizing any possible risks and offering a high-quality service, allowing us to automate and simplify the relations between the investors and the trustees. We work towards increasing your profit margin by profitable investment. We look forward to you being part of our community.

Fridhem Asset Management, offers

an unparalleled lineup of traditional, alternative and ESG strategies you want with the performance you need to achieve your unique goals.

We are continuously innovating – thoughtfully evolving our platforms to deliver ever-better service and results for each and every client. We tailor solutions to meet your needs and deliver security you can rely on to keep assets safe.

Fridhem Asset Management, Company Limited, we emphasize understanding our client's

requirements and providing suitable solutions to meet their investment criteria. Our aim is to utilize our expertise & knowledge which will benefit our clients and the users of our services. Our company believes that when a team outperforms expectations, excellence becomes a reality.

A solid pool of liquidity for the company's operations is provided by attracting private investments. By allocating a part of its profits to its investors, Fridhem Asset Management, provides the company's professionals with the necessary funds to carry out trading transac-



**NO MATTER
WHERE YOU
WANT YOUR
BUSINESS TO
GO**

tions, investments, and conversions. Thanks to this, you can distribute funds in various directions and not miss profitable projects and deals. Our approach to active investment management is based on an investment process that fully integrates sustainability analysis into our decision-making and is focused on long-term performance.

Our investment process underpins our differentiated thinking about the dynamics that drive and influence the performance of portfolios. We construct portfolios of sustainable markets with the confidence derived from our deep research and analysis.

- Making responsible investment decisions
- Holding ourselves to the highest ethical standards
- Respecting the interests of our clients and stakeholders

A PROFITABLE INVESTMENTS FOR INVESTORS

Fridhem Asset Management, has sought to align our interests with those of our investors, investment partners, and employees. This has allowed us to proudly build and maintain a culture of ethical behavior, transparency, and social responsibility in both our investments and

our operations.

By performing a wide range of operations, Fridhem Asset Management, makes profits from different diversified sources like trading operations on the cryptocurrency and currency markets, dividends from the implementation of successful startups, and commissions for exchange operations for large legal entities.

As a global investment firm, we foster diverse perspectives and embrace innovation to help our clients navigate the uncertainty of capital markets. We're fostering a culture of diverse perspectives and innovation to help advance our clients' success. And we're doing it responsibly—from how we act to how we trade—because outcomes mean more than financial returns.

We're committed to helping you achieve better outcomes...the way you define them. We get there by empowering diverse perspectives and breaking through boundaries. We're collaborative and connected—and we never stop working for you.

Serving Our Clients

We work every day to earn our clients' trust, whether they're individual investors or the world's biggest institutions. By tapping a global network of diverse perspectives, we design innovative solutions tailored to meet investors' unique needs and engineered to deliver the performance they expect. We offer sophisticated wealth-planning tools and expert advice for high-net-worth individuals, families and smaller institutions, helping investors make their



money meaningful.

Responsible investing is part of a growing movement—one we can help you embrace. Ultimately you don't have to choose between profits and purpose. You can pursue both. Responsible investing is more than a slogan. It involves real investment choices. But there are many ways to invest through a responsible lens—and sometimes it's hard to know where to start. Let us help you with the essentials.

Our strategies embodies our ability to cut through complexity with independent clarity, generating exclusive insights that reframe perspectives and strategies across markets and sectors. Embodies our ability to cut through complexity with independent clarity, generating exclusive insights that reframe perspectives and strategies across markets and sectors.

Our financial team also includes specialists who are experts in evaluating new private businesses called start-ups which have most chances to grow into large-scale and highly profitable enterprises. The idea is very simple: every business needs starting capital to go through bureaucratic formalities, rent premises, purchase equipment and other assets, hire employees and so on. As a rule, start-ups don't have sufficient funds to afford everything they need for effective activity. Banks are quite prudent to "newbies", so it is often very difficult to borrow as much as necessary from banks.

Fridhem Asset Management, platform intends to stay in business for a long time and do its best to ensure high revenue on investor's deposits. The more money we collect, the higher the return. That's why Fridhem Asset Management, platform had started attracting small investments starting from only \$100. Our experts had examined and analyzed the relevant investment markets and developed a highly efficient trading strategy. Investors can choose from a variety of investment packages to invest their funds for different periods of time and receive the best revenue at low risks. Please find more information on investment terms in your personal account.

In addition to favorable investment proposal we also offer fair and transparent conditions of the affiliate program. You have the opportunity to start a business of your own and earn additional money by just sharing the word of our Company and demonstrating its potential to others. Our referral rewards program offers earning from deposits made by your referrals.

Fridhem Asset Management, platform is a safe place to keep and increase your money
DEDICATED EXPERTS

We are investment experts with an explicit focus on protection and security. We understand that every customer has different circumstances and objectives and it's these differences that influence our diverse range of products. Each of our clients is assigned a personal gold consultant to offer expert guidance on products, markets and timing, with no obligation to

purchase. Not merely a shopping basket experience, our investments are tailored to the investor and designed to minimize tax exposure. Our in-house specialists hold qualifications in Law, Accountancy, Investment Banking and Property and use their broad and extensive knowledge to deliver practical and tax-efficient solutions for our clients.

Fridhem Asset Management, offers a uniquely consultative approach to purchasing and selling physical gold and silver, regardless of how much you are looking to invest. We pride ourselves on our simple and tailored strategy, working with beginners and experienced investors alike, to



find the precious metal investment that will benefit those most. Whether you are looking to convert personal savings or part of your pension into physical gold or silver, we can provide a tax-efficient solution. In addition, our Buy Back Guarantee means your gold and silver investment is as liquid as the cash in your bank account.

OUR CREDENTIALS

Fridhem Asset Management, has quickly established itself as a trusted market leader. We are members of the Royal Numismatic Association, European Numismatic Association, European Chamber of Commerce and the Information Commissioner, as well as being frequently featured in the Press including FT, Daily Mail, Reuters, WSJ, Money Week, Observer, Guardian, Your Money and others.

Quality and performance

We provide a disciplined value approach to your investment planning with our top-down, bottom-up approach to research. We aim to achieve sustainable income and capital gains from your investment portfolio by following consistent value-based guidelines. With the utmost regard for client confidentiality, we offer objective financial advice with investment strategies that work delivered through service that is not driven by commissions but a share of investment performance.

Experienced Portfolio Managers



Fridhem Asset Management, comprises of a team of professional account managers aimed at adequately maximizing account profits

24/7 Support Service

We understand how important having reliable support service is to you. Please don't hesitate to contact us should you have any questions and we will get back to you in no time!

OUR ADVANTAGES

Taxation

As a governance oriented investment firm, we help fund public works and services—and to build and maintain the infrastructures used in our resident country through our prompt tax filings.

Daily Income

You will receive earnings every 24 hours on all days of the year. Your deposit is working all the time, even on weekends and holidays.

Fast Withdrawals

Your withdrawal will be processed by our operators as fast as possible. Maximum

waiting time is up to 24 hours

Data Protection

We make every effort to ensure that your data and funds are 100% secured. We only use secure connections and top-class servers.

ALGORITHMIC TRADING

In addition to manual trading by top-level traders, our specialists have developed specialized software (robots) that trades according to specified algorithms and brings a stable income to the company.

EXCHANGE OPERATIONS

Our company provides an opportunity to exchange funds for both private clients and companies. Low commissions with large volumes of transactions bring good additional income.

BENEFITS OF INVESTING WITH US

- We share information efficiently, improving collaboration and productivity.
- We're succinct, candid and kind.
- We practice active listening.
- We talk to people directly about issues, instead of concealing or choosing gossip.

Positive energy

- We're optimistic about the future and determined to get there.
- We co-create solutions instead of choosing blame and criticism.
- We create moments of play at work.
- We take care of each other, and help each



other grow.

Continuous learning

- We view every situation as an opportunity to learn (especially when the going gets tough).
- We're more interested in learning than being right.
- We value giving and receiving regular feedback.
- We learn from and mentor those around us.

Efficient execution

- We complete high quality work quickly by working smarter, not harder.
- We value completing tasks, instead of just talking about them.
- We prefer automation over manual work.
- We prioritize, focusing on the 20% that will get us 80% of the impact.

Funds Management

Started in 2020, the Funds Management business supports new and emerging investment platforms through their launch and growth phases. Funds Management builds on the Company's success in Investment Management supports the move towards a leader in alternative investing. Leveraging the Group's rich business


heritage, global network, and strong financial position, Funds Management provides managers significant investment capital as well and operational and financial support to grow their portfolio. In addition, this platform gives investors access to multiple boutique fund managers through an institutional platform backed by a premier listed financial services company.

In recent years the investment industry, and in turn investors, have introduced a new gauge: Fridhem Asset Management, – Environment, Social and Governance – as a supplement to traditional financial gauges.

Fridhem Asset Management, changes are happening faster than ever, reshaping how people live and invest. We believe that Fridhem Asset Management, factors are going increasingly mainstream and can be used to drive investment outperformance.

Investing for a sustainable future

The era of green bonds has arrived. We are seeing the increasing use of bond markets to raise capital to fund the low-carbon economy, especially from the issuance of 'green bonds'.



While many in the fixed income market are grappling with green bonds, others are working out how best to incorporate broader environmental, social and governance. Fridthem Asset Management, strategies into their portfolios, a task rapidly growing in importance.

Why does it matter?

Fridthem Asset Management, changes are happening faster than ever, reshaping how people live and invest. We believe that Fridthem Asset Management, factors are going increasingly mainstream and can be used to drive investment outperformance. Making the first step right is crucial to the long road of investments. Of the five steps, the first is to assess your risk tolerance and decide the most suitable asset allocation for yourself.

Different people have different attitudes towards investment. Some are not willing to take any risks or withstand losses, and therefore would rather forgo potentially higher returns. Some are willing to take some risks but tend to avoid huge volatility. Some are willing to take risks in exchange for returns that outperform the markets.

How to gauge one's risk tolerance? Look at your investment horizon. Put it simply, the longer your investment life, the higher the risk you can take because you can afford the time to last a cycle, which helps smooth out short-term volatility. For instance, a young person just starts working, who is still far from retirement, can take more risk.

Sustainable investing

On the contrary, the shorter the investment period, the lower the risk one can take.

Assuming you are going to retire next year, and not receiving any regular income, you just do not have the time to recover all losses if your investments take a nosedive all of a sudden.

Besides, your risk tolerance is dependent on your life goals. Ask yourself if you need to set aside funds for your children's education? Are you going to buy a property in the near future? These factors will have an impact on your cash flow. After all, we all need to reserve some cash at all times just in case there are emergencies.

Balancing risk and return is the key to long-term investment isn't it perfect to have an investment tool that always tops the performance league, and investors can stay worry-free just by holding it? The truth is that there are ups and downs in all economic cycles and the markets are capricious. Even investment experts find it hard to predict the performances of all asset classes.

Based on historical data, the same asset can perform drastically differently during different investment cycles. The best-performing asset in 2017 can turn out to be the worst laggard in 2018. That suggests no particular asset can be an all-time winner. Investors should therefore avoid putting all eggs in one basket but allocate assets across different sectors and geographies. That could help diversify the risk of an



investment portfolio, and capture investment opportunities at different times for more stable returns in the medium- to long-term. To make diversification works, an investment portfolio should include assets that are complementary, that tend to react differently to the same macro condition. More precisely, some negative elements in the market might cause an asset to decline sharply, but pose little threats to another. In the world of investment, such pairs are called lowly-correlated assets. They can effectively balance the risk and return of an investment portfolio.

Portfolio management

In the investing journey, investors should start off by constructing a portfolio that accommodates their investment objectives and risk profiles. However, setting up the initial asset allocation is merely a starting point. It is equally important to regularly rebalance the portfolio to ensure the asset weightings are consistent. Overlooking the need to rebalance the portfolio can prevent investors from achieving their long-term investment goals.

Market changes shift portfolio away from

initial objective

In an investment portfolio, the relative weights of different asset classes may change due to market fluctuations, which lead to a shifted asset allocation that deviates from the original target. In this case, rebalancing the portfolio will mean restoring the weightings of portfolio assets to the original designed levels.



PRICING PLAN

Rookie's Project

1.5%_{/DAILY}

- Duration: 7 Days
- Min- \$200
- Max- \$4,000
- Referral Award- 10%
- 24/7 Support

Progressive Project

3%_{/DAILY}

- Duration: 15 Days
- Min- \$4,100
- Max- No Limit
- Referral Award- 10%
- 24/7 Support

Fridhem Project

5%_{/DAILY}

- Duration: 30 Days
- Min- \$7,000
- Max- No Limit
- Referral Award- 10%
- 24/7 Support