

A S H E N D E N  F I N A N C E

Swiss and independent financial boutique



Our Story

HISTORY

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Ashenden Finance is a well known and recognized financial boutique providing financial services with almost a 30 year history

- > Established in 1988 in Geneva, regulated by Switzerland's OAR-G
- > Company signs a full team in Lugano, opens office in 2011
- > Fully owned subsidiary set up in London in 2013 regulated by the FCA
- > 2016: collaboration with Sungard/FIS for the development of Archangel, a virtual trading desk
- > November 2016: Ashenden Finance strengthens team in Lugano

OUR DNA

- > Company is independent with no conflict of interest
- > Active on global markets with cross asset expertise
- > Member of a financial group also active not only in investment advisory but also in communication, investor relations, media and events
- > Values based on trust, integrity and excellence
- > Strict internal code of conduct: Company adheres to industry's best practice procedures and to ethical principles consistent with its vision and mission
- > Offices in Geneva, Lugano and London
- > Clearing through Parel, member of the Group Société Générale

OUR DNA

OUR VISION

- > Leader in advisory and execution services with a global approach
- > Client and service centric
- > Specialists dedicated to bonds, equities, ETF/ETC and structured products
- > Our client base includes Private banks, Asset Management firms, Wealth Managers, Family Offices and Treasury desks
- > Since company doesn't have a book, orders are dealt with no conflict of interest
- > Our team of traders - many of them with over 20 years' experience on markets - will ensure a higher quality service

OUR VISION





OUR SERVICE

OUR SERVICE

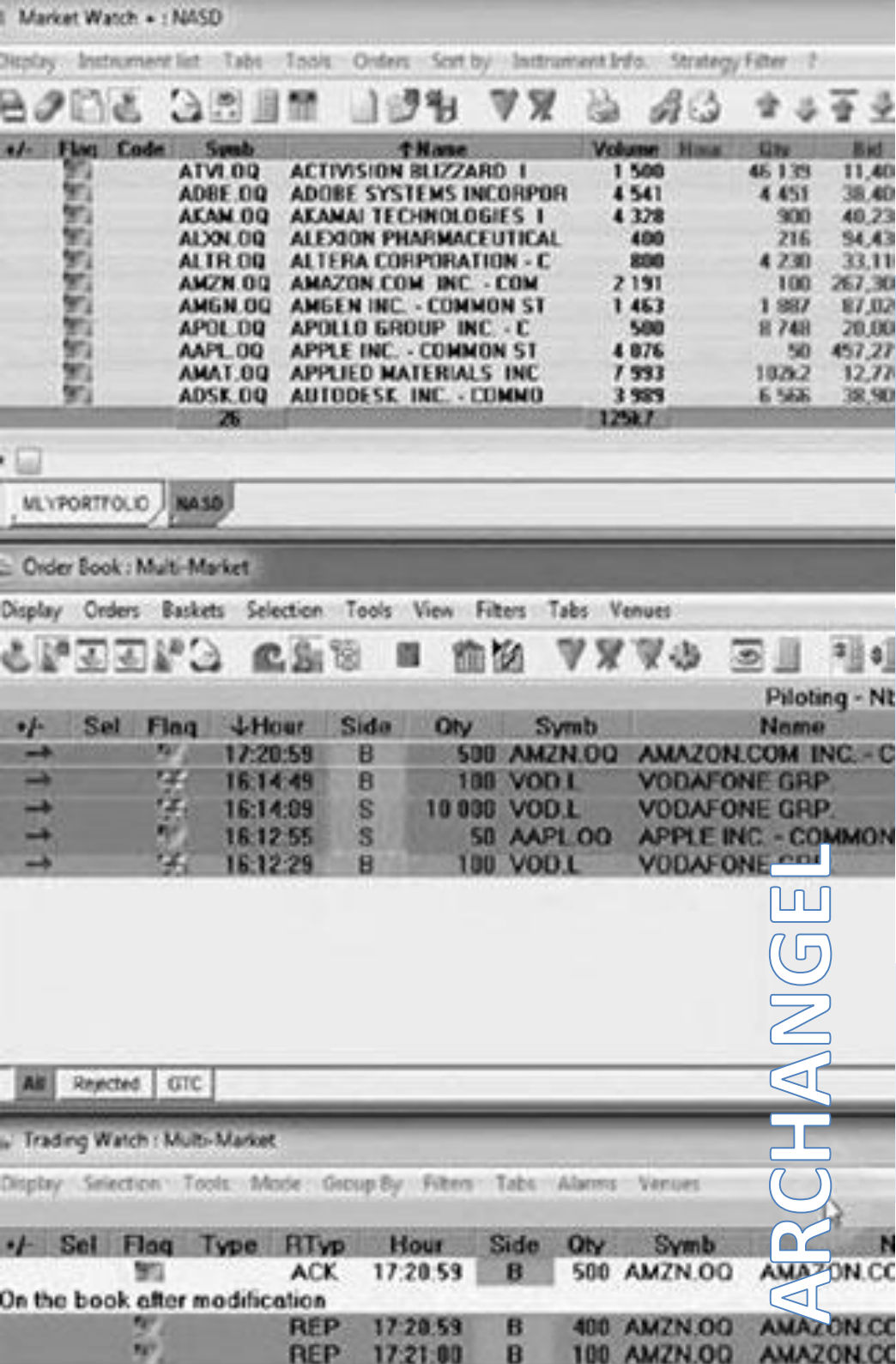
- > Providing investment and portfolio strategies
- > Personalized and tailor-fit service to support our clients' decision making process
- > Guarantee of Best Execution with over 80 carefully selected liquidity providers and market counterparties
- > High quality of execution: efficient, quick and respectful of Best Execution practices
- > Full transparency in execution costs
- > Competitive and negotiated fees
- > Traders available daily 08:00 – 22:00 guaranteeing market access on any business day



RESEARCH & ANALYSIS

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- > Proprietary research based on internal and external independent sources
- > Use of analytical tools in order to spot market opportunities and trade ideas
- > Constant and timely information flow on macro themes, equities, bonds
- > Model Portfolios with recommendations, analysis and strategic outlook
- > Tailor-made bond lists and ad-hoc research
- > Unique cross sector view and insights on High Yield bonds, Emerging Markets and new issues



ARCHANGEL – The new electronic platform

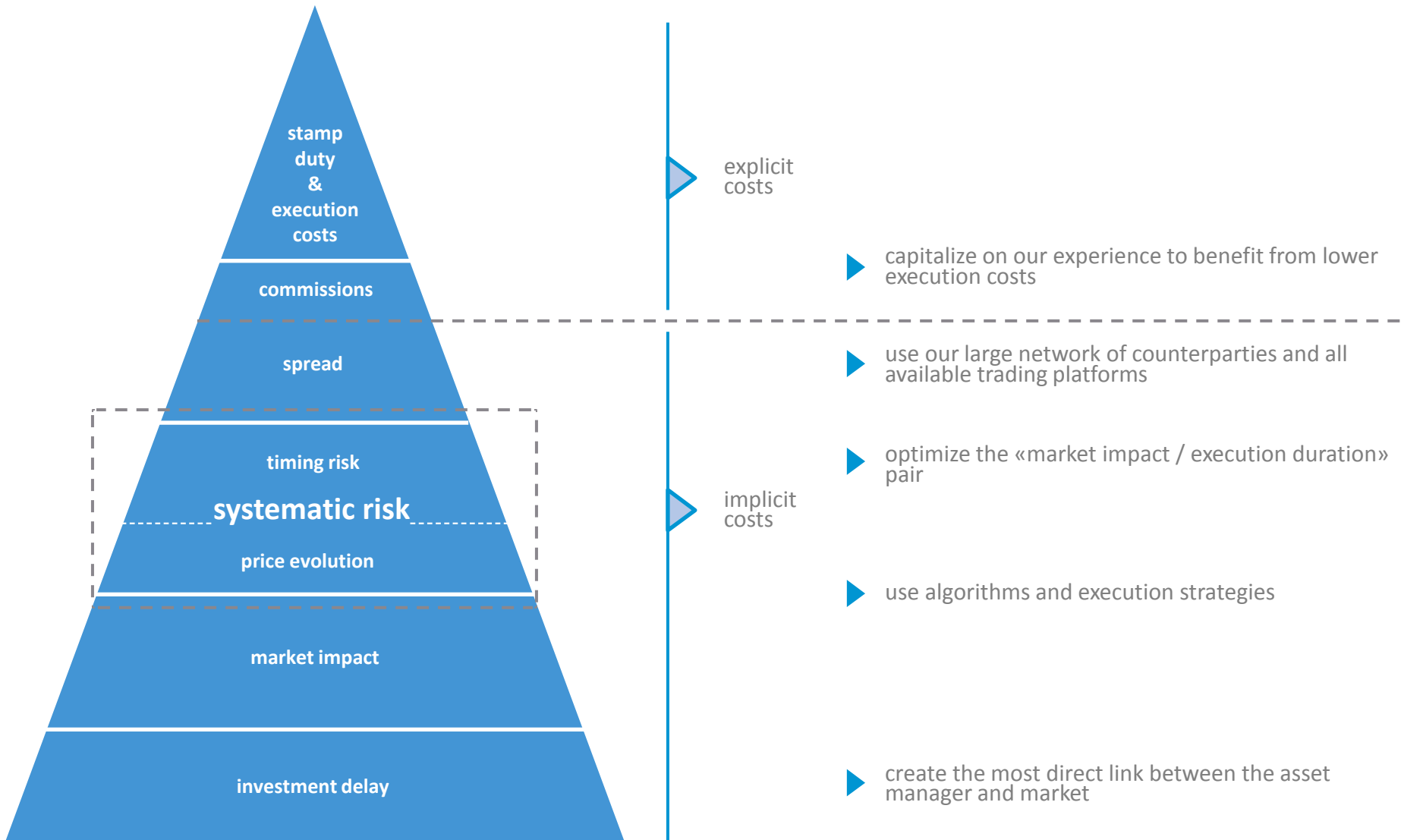
A STRAIGHT THROUGH PROCESSING (STP) SOLUTION FOR BANKS AND ASSET MANAGERS

- > Custom-made platform developed with Sungard/FIS
- > Fully integrated, cost efficient and automated
- > Compact, user-friendly
- > Integrating major asset classes (bonds, equities, commodities, forex and futures)
- > Decreasing time-to-market
- > Managing risk & compliance

ARCHANGEL

COSTS ASSOCIATED TO EXECUTION ...

... AND OUR ADDED VALUE TO LOWER THEM



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