
Azura

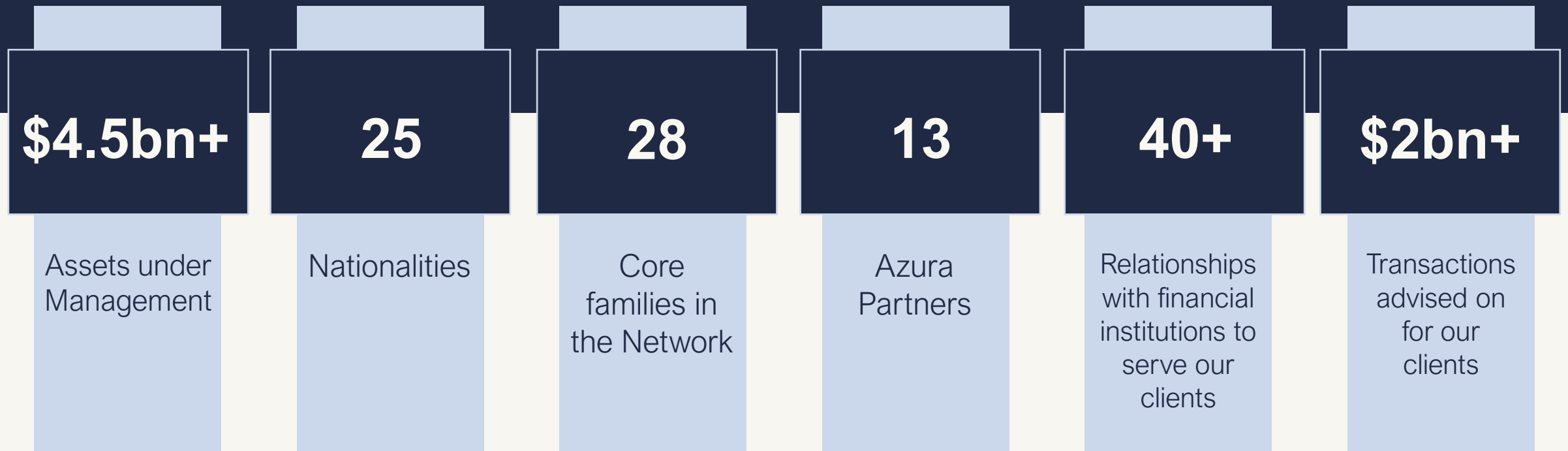
PARTNERS

London • Monaco • Singapore • Geneva • Dubai • New York • Miami

Azura is a global wealth manager for Entrepreneurs, Ultra-High Net Worth Individuals, Single Family Offices and Institutions.

Azura Snapshot

A holistic wealth management platform for an exclusive, elite market



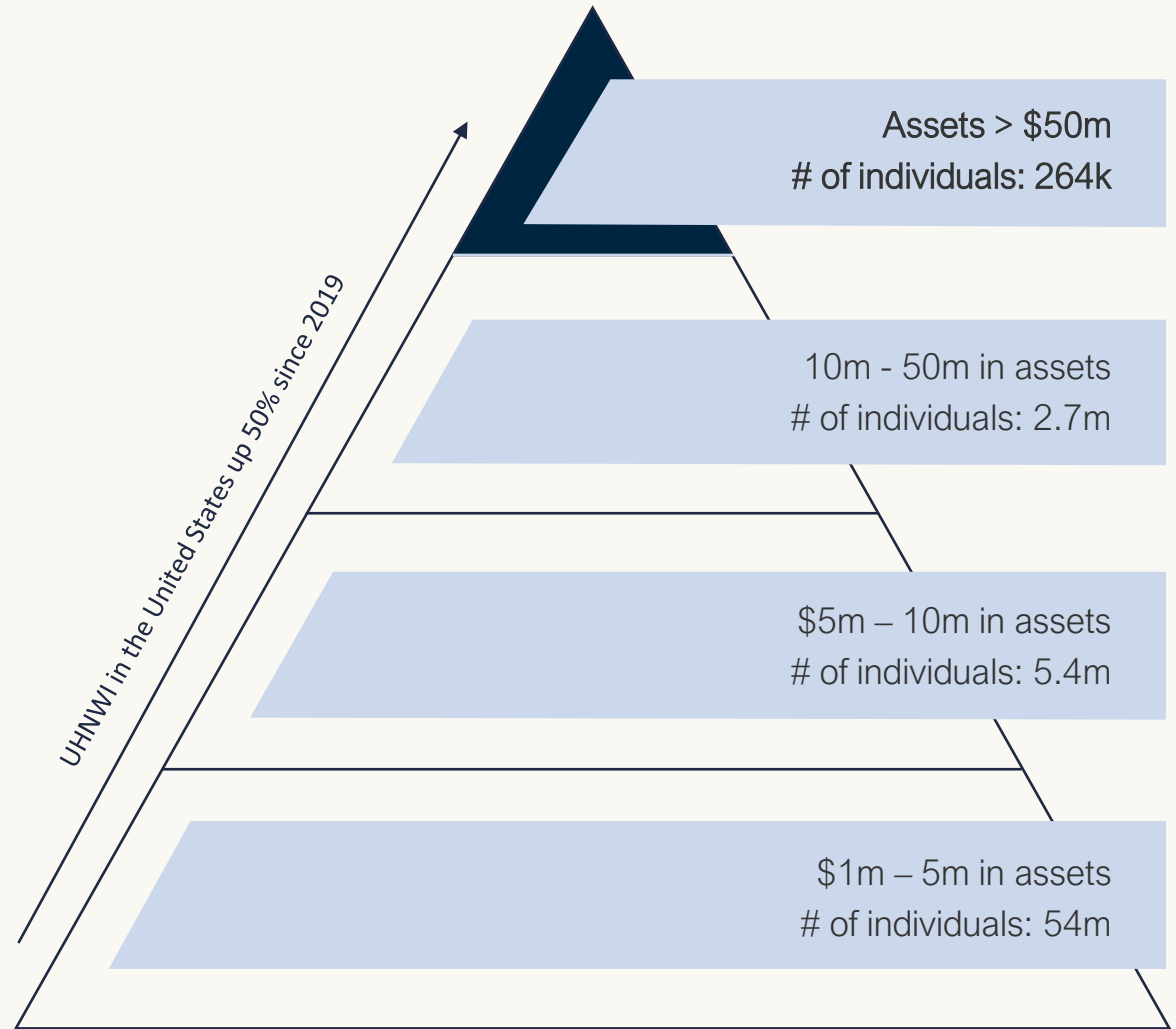
Global Presence

Allows for far-reaching, world-class access across the Azura network and beyond



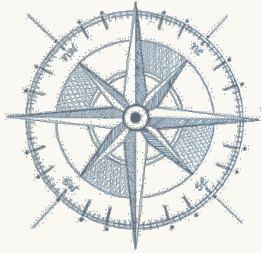
Focusing exclusively on the upper-tier of the growing wealth pyramid

Client objectives are evolving, propelled by a surge in the global segment of Ultra High Net Worth Individuals (UHNWIs).



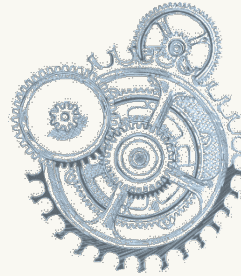
Our Offerings

Three complimentary business segments that work together for our clients



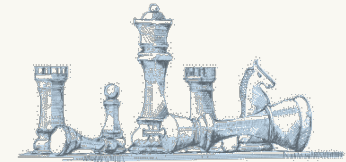
Investment Management and Advisory

Delivering holistic investment solutions across asset classes while leveraging our expansive custodian network.



Private Wealth Solutions

Providing bespoke and comprehensive solutions for our clients while operating as or on behalf of their family office.



Strategic Opportunities

Developing our client's vision into investable opportunities by leveraging the firm's core competencies and network for co-investments.

What Sets Us Apart

World-Class Team

of investment and advisory professionals

Global reach

partnering with leading institutions across 6 global offices

Customized advisory services

extending beyond the normal bounds of a financial advisor

Exclusive access

to highly sought-after deals with best-in-class return profiles

Single point of access

providing a first line of defence for every need in our client's financial lives

Powerful peer network

for idea sharing and opportunity generation among members

Early accomplishments across each business segment

Azura has developed a track record of success in our short time since inception



Investment Management and Advisory

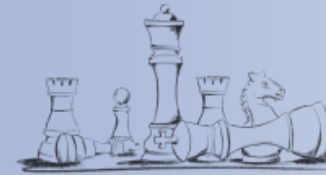
Top-tier performance
among core
investment strategies

+36.4%

Azura Equity Market
Leaders AMC

+16.2%

Azura Partner's
Strategy



Private Wealth Solutions

40+

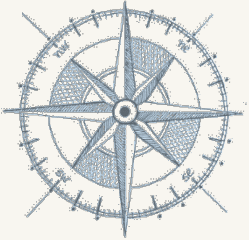
Agreements with
financial institutions
to serve our clients

~ \$2bn

Credit facilities and
transactions advised
on for our clients

Strong early accomplishments across each business segment

Azura has developed a track record of success in our short time since inception



Strategic Opportunities

zepto

Online Grocery Delivery

Series F investment in a leading Indian quick commerce startup. Invested at a valuation of \$2.9B with a **target MoIC of 3.3x**

TV TradingView

Series D investment in one of the world's largest social networks for retail traders and investors. Invested at a valuation of \$2.9B with a **target MoIC of 5.5x**

verbit

Series D investment in a leading AI powered captioning business. Invested at a valuation of \$900M with a **target MoIC of 2.5-3x.**

TECHNOGYM

A deal for Azura investors to lead a minority stake investment in a public listed company. **Exited Q4 2021 with a 24% gain**

cohere

Series C round for leading AI startup in LLM race. Projecting **ARR increase of 10x by 2024**

**ON
DEMAND
PHARMACEUTICALS**

Series C investment in a technology company revolutionizing how medicine is made. Invested at a valuation of \$250M with a **target MoIC of 4.0x**

tabby

Investment in Buy Now Pay Later (BNPL) platform. **Target return of 20%**

wasabi

Series D preferred financing for a leading cloud storage provider. Optional guaranteed right to **2x return within 5 years**

Our Value Proposition

Our offering provides a bespoke solution for a private investment office and is an extension to our clients' family office, with multi-custodian and jurisdiction capabilities that ensures full alignment of interests.



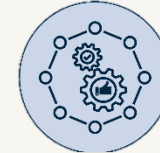
Full Bespoke idea generation tailored to investment objectives



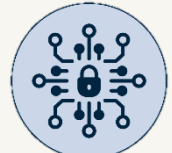
Line of defence for our clients, informing decision-making



Single access point
To financial institutions
& alternative assets



Fully integrated investment & solution team alongside the family office



Private deal investment alongside our clients

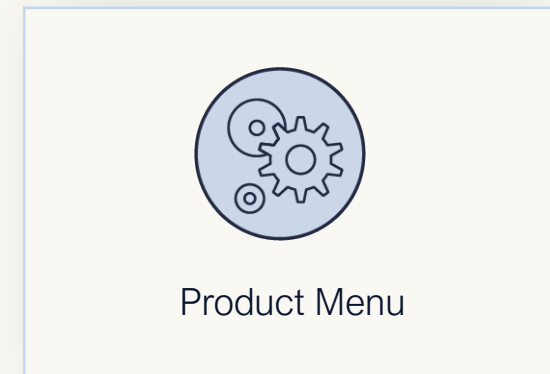
Investment Management and Advisory

Azura aggregates and screens market recommendations, **bringing the street to the client** and delivering actionable insights in a clear and concise manner. Positioned as the line of defence for our clients, we enable informed decision-making and **mitigate risk**, leading to the optimal outcome.

Investment process



Our Offering



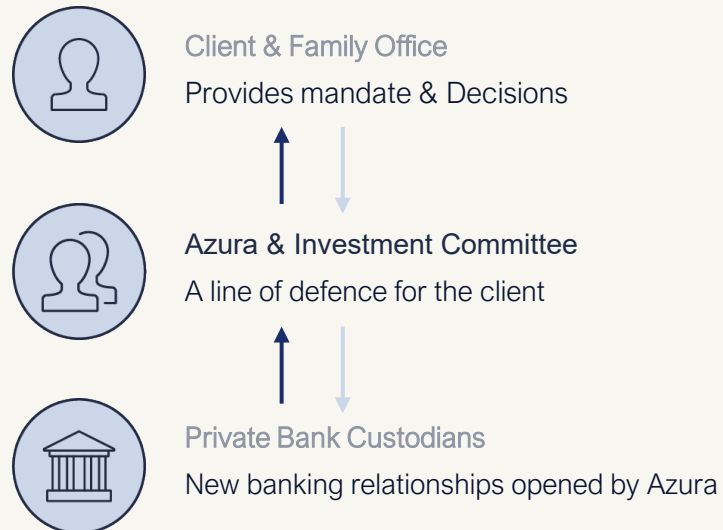
Investment Management: Case Study

Investment Management & Independent Family Office

Mandate

A client sought enhanced service beyond what their bank(s) provided, and their family office was seeking broader investment capabilities. In response, Azura acted as an extension of the family office, offering comprehensive investment management advice across various asset classes.

Outcome



SWAT Team Approach

Intellectual capital specializing in each asset class.

- Fixed Income
- Single Line Equities
- Structured Products and Mutual Funds
- Gold, cash, Alternatives & Deposits

Private Wealth Solutions

Private wealth Solutions includes prioritizing intergenerational wealth planning, consolidated reporting featuring multi-custodian and private assets monitoring, portfolio construction, assets and liabilities solutions and risk monitoring.

We collaborate directly with banks to secure credit facilities for our clients, negotiating competitive rates through strategic arbitration amongst leading financial institutions.

40+

Agreements with financial institutions to serve our clients

\$2bn+

Credit facilities & transactions advised on for our clients

\$550m+

Earned across sell mandates for clients' assets



Private Wealth Solutions: Case Study

Family Office

Mandate

Major client liquidity event,
resulting in \$1B of liquid capital.

8-12%

Client expectation for returns p.a.

30-40%

Maximum drawdown tolerance

Strategy

Endowment model focus

Outcome

Azura created and implemented a Strategic Asset Allocation to accomplish the given objectives

- The investment team proposed an endowment style approach, engaging 6 banking partners' LCTMA models to project forward looking projections on return, risk, volatility, correlations.
- Global Custody & Alternatives: Selection and due diligence of custodian providers and hedge fund and private equity discretionary mandates, with fee negotiations and set up.
- Management: Personal and investment holding account set up, relocation assistance, & wealth planning.
- Strategic Opportunities: Azura mandate to identify private investment opportunities.
- Philanthropy: Segregated portfolio with separate asset allocation seeks p.a. returns of 4-6% in fixed income for funds earmarked for charitable.

Strategic Opportunities Group: Overview



Access to
proprietary deal flow

Differentiates Azura's offering from competitors

Superior **proprietary deal flow** with ability to drive **outsized returns** for our clients



Expanded network of
investor relationships

Drives demand and competitive tension for investment opportunities

Ability to leverage global reach across UHNW, institutional and sovereign investors to raise capital

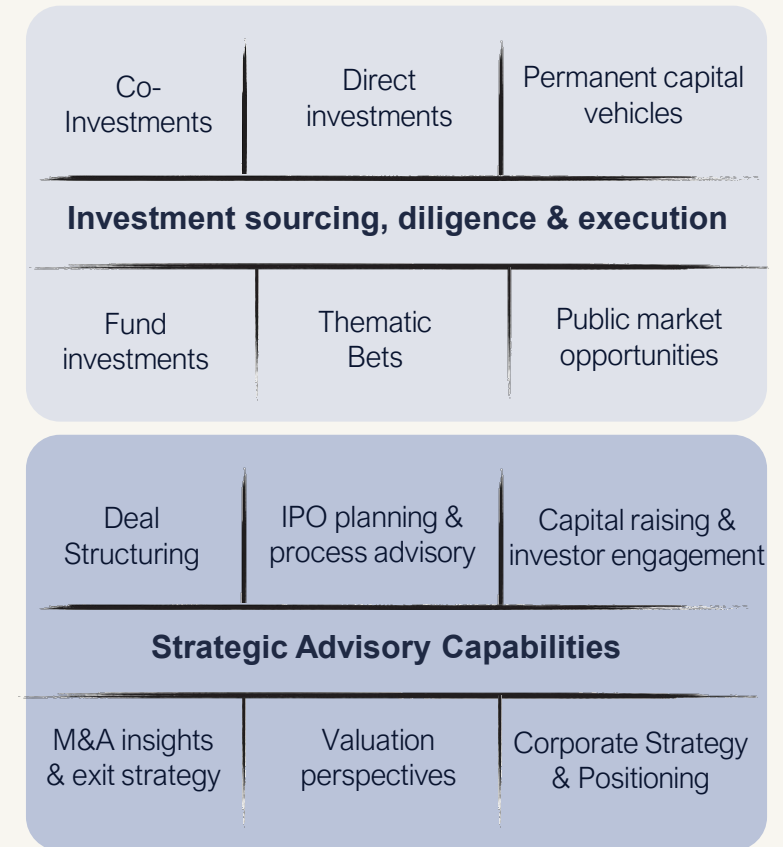
Access to leading investors and sector thought leaders for us and our clients to **invest alongside**



Expanded
advisory capabilities

Delivers strategic advisory insights to partners within and outside of the Azura client network

Comprehensive suite of corporate advisory capabilities with ability to offer insights grounded in years of private and public market transaction experience



Strategic Opportunities Group

Strategic Opportunities takes our client's vision, developing them into investable opportunities by leveraging the firm's core competencies and provides our clients with an active role in deal origination.



Series F investment in a leading Indian quick commerce startup. Invested at a valuation of \$2.9B with a **target MoIC of 3.3x**



Series D investment in one of the world's largest social networks for retail traders and investors. Invested at a valuation of \$2.9B with a **target MoIC of 5.5x**



Series D investment in a leading AI powered captioning business. Invested at a valuation of \$900M with a **target MoIC of 2.5-3x**.



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Strategic Opportunities Group: Case Study

Project Jet

Mandate

With commercial air traffic suppressed amidst the pandemic, capital markets for the aviation sector dried up. Azura identified that the business aviation industry was in substantially competitive position versus commercial aviation, and a major player could emerge and consolidate a fragmented market where scale is key.

Outcome



- Opportunity Identification: Azura identified a market trend and opportunity in the private aviation industry
- Due Diligence & Negotiation: Minority protection, exit route & valuation were negotiated to create an investment case for investors
- Investment: Azura's investors invested in two tranches in Sept. 2020 and Mar. 2021 for a total equity investment of \$30m, valuing the company at \$4.5bn.

Azura's investors realised a combined return of 84%, exiting over 2 tranches in October 2022 and April 2023.

The Team

Azura is comprised of a powerful and unique diversity of intellectual capital from top-tier institutions.

The team consists of 60 individuals, representing over 20 nationalities and speaking 14 languages.



Ali Jamal, Founder, Chairman & CEO

Ali Jamal has over 20 years of experience, having served as an officer in the Kuwaiti military for nearly ten years. He is a classically trained mechanical engineer, and an alumnus of Harvard Business School. Prior to founding Azura, Ali ran the Key Clients team at Julius Baer.

Ali has lived, worked, and studied in cities around the world. He currently resides in Europe with his wife and their two children.

Azura's goal is to create a global community of 100 like-minded global clients seeking creative ways to generate and preserve their wealth. Azura creates time for clients to enable them to focus on building their own family enterprises.

"Azura was a true partnership from the beginning. The idea for an independent platform came from discussions with clients, and it was the team that created the vision and strategy. Azura is leading the next phase of the wealth management industry, reflecting the partnership between advisors and clients. We are by the client, for the client".

Partners

Zeid Akkawi *Dubai*

Zeid leads Investment Management & Advisory at Azura. With two decades of experience, he has established himself as an innovative and solution-driven advisor to single-family offices and entrepreneurs. Prior to Azura, he was the Head of Investment Partners for Key Clients emerging markets at Julius Baer.



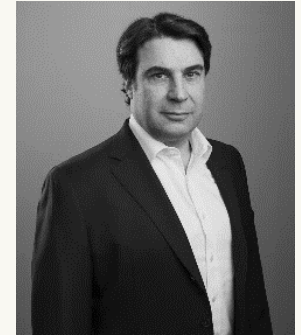
Pauline Cahill *London*

Pauline is the Chief People Officer at Azura Partners. She was formerly Co-Head of Global Strategic Recruitment at Credit Suisse. Prior to this, Pauline held senior HR roles, most notably Head of HR, EMEA Private Banking and Senior Advisor, Employee Relations at Merrill Lynch. Pauline is a Graduate of the Chartered Institute of Personnel and Development and holds a Certificate in Psychodynamic Counselling.



Anthony Kontoleon *New York*

Anthony Kontoleon, "AK", spent his 28-year career at Credit Suisse, where most recently he was the Global Head of Syndicate Equity Capital Markets. AK joined Azura in 2023 and is the Global Head of Strategic Opportunities and Head of Americas. AK holds a bachelors degree from Amherst College.



Ali-Abbas Merali *Dubai*

Ali-Abbas Merali serves as a Partner and Co-Head of Azura Middle East. With over 20 years of experience in wealth and investment management, Ali-Abbas has worked with the World's top institutions such as UBS, Citigroup, HSBC, and Julius Baer where he was Head of Key Clients EMEA. His focus at Azura is on servicing UHNW, Family Offices and Institutions across the GCC, Africa and the Sub-Continent.



Mohamed Virani *Dubai*

Mohamed Virani is a Partner and Co-Head of Azura Middle East. He has spent 20 years in managing and structuring cross-asset investment solutions and debt capital markets, notably at Société Générale Corporate & Investment Banking ("SGCIB") in London, Paris, and Dubai. Prior to Azura, Mohamed was a Managing Director at Bank Julius Baer



Yousef Hajjar *Monaco*

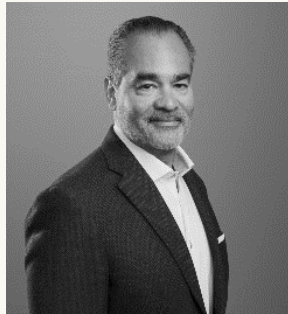
Yousef Hajjar is a Partner and Managing Director of Azura, based in Monaco. Yousef has been with the firm since its inception and has 12 years of experience at Credit Suisse, where he served as VP in the International Wealth Management division. He holds an MSc in Finance from the London School of Economics and a BA in Economics and Political Science from the University of Michigan-Ann Arbor



Partners

Jerry Garcia *Miami*

Jerry Garcia leads Azura's LatAm Wealth Management business. Prior to Azura, Jerry was a Managing Director and Market Manager for the Central and South America region of the J.P. Morgan Private Bank providing strategic advice to UHNW families, managing over \$75 billion in client assets.



Christophe Degoumois *Monaco*

Christophe Degoumois is the Chairman and Partner of Azura Partners, based in Monaco. He is also the Executive Strategic Advisor to Bombardier Inc. Previously, he was Vice President International, Sales at Bombardier, and has over 25 years of experience in the Industry interacting with global UHNW individuals and corporate clients controlling significant financial resources.



Iskra Martin *Geneva*

Iskra Martin has spent over 17 years as a Senior Relationship Officer with EFG Bank Switzerland. Her expertise includes UHNW, Family Offices and Trust Corporations from and linked to the CIS region.



Vadim Kolomnikov *Dubai*

Vadim Kolomnikov, a seasoned corporate lawyer specializing in M&A, private equity, aviation, sanctions, and real estate, joins Azura in Dubai as Partner and General Counsel. Previous roles include GLS Advisory partnership and a decade at Debevoise & Plimpton LLP. He's acclaimed by Legal 500 EMEA, Best Lawyers, and Pravo.ru-300.



Ivan Moiseeff *Miami*

Ivan Moiseeff is a Partner at Azura, based in Miami. With over two decades of experience, Ivan has established himself as a leader in sales, leadership, banking and structuring across Latin America. Prior to joining Azura, he was the Latin America Head of Lending at Citi Private Bank, where he led the lending team and regional sales efforts.



Hazem Shish *Dubai*

Hazem Shish is a Partner at Azura, based on the Strategic Opportunities team in Dubai. Previously, he was a Managing Director within the investment banking group of Barclays, where he spent 11 years building the business in Dubai. In this role, Hazem focused on originating, structuring and executing complex M&A and Financing transactions for sovereign wealth funds and the financial sector with a strong focus on Europe and the US.



Partners

Myrna Marrow *London*

Myrna Marrow has 16 years of banking experience, at Citi Private Bank & Julius Baer providing tailored solutions for UHNWI, Family Offices and Institutions in Emerging Markets. Myrna holds a Masters in Finance from London Business School.



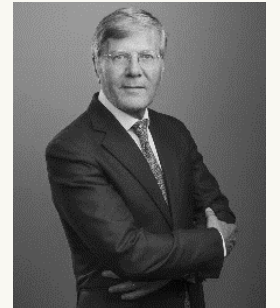
Dr. Vincent Ming *Singapore*

Dr. Vincent Ming is Partner and the CEO of Azura Singapore. Vincent joined Azura Partners from Julius Baer where he was a Senior Manager covering the Greater China market, instrumental in expanding the bank's influence in the Greater China region. He holds a Ph.D. in Information Management from National Central University, Taiwan.



Philippe Pillonel *Switzerland*

Philippe Pillonel is the Chairman of Azura Switzerland. Prior to Azura, Philippe served as Chairman of Investment Banking Switzerland and Managing Director at UBS supporting the C-Suite at large multinationals, working with a combination of key shareholders, Board of Directors, and Executive Committees. Philippe has held senior leadership positions at renowned bulge bracket firms, including Merrill Lynch, Goldman Sachs, and Credit Suisse First Boston.



Group Entity Structure



Azura
Partners Ltd

London

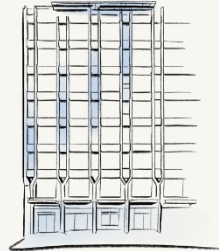
Regulated by FCA



Azura
Monaco

Monaco SAM

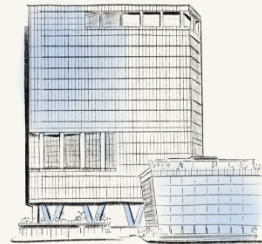
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Azura
Suisse SA

Geneva

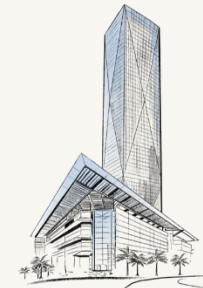
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Azura Investment
Partners Pte

Singapore

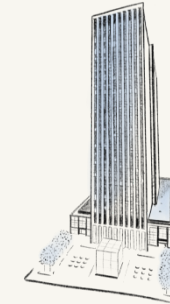
MAS license pending



Azura Middle
East Limited

Dubai

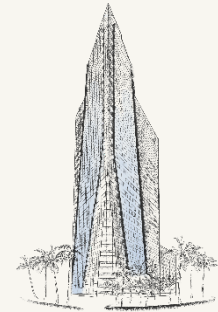
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