COMPANY
PROFILE

HeidenGrimaud
Asset Management

Who we are

Guided by principle, driven by performance

We strive to empower our investors and partners to participate in the flourishing East Asian market propelled by China, Japan, and South Korea by carefully selecting and investing in exceptional companies that demonstrate industry dominance and a strong potential for future growth and innovation.

Established in 1967 and headquartered in Brussels, Heiden Grimaud has grown into a respected offshore financial services group known for its meticulous research, in-depth analysis and client centricity.

Specialized East Asian focus, backed by our extensive network and experience in the region, Heiden Grimaud excels in identifying and capitalizing on investment opportunities in this dynamic and growing market. A thriving middle-class, surging disposable incomes, and an unparalleled work-ethic set this region up for high-quality growth for the foreseeable future.

With over **$275 million** in assets under management and administration and thousands of long-term clients, we have the experience, expertise and track record to help you reach your financial goals sooner.

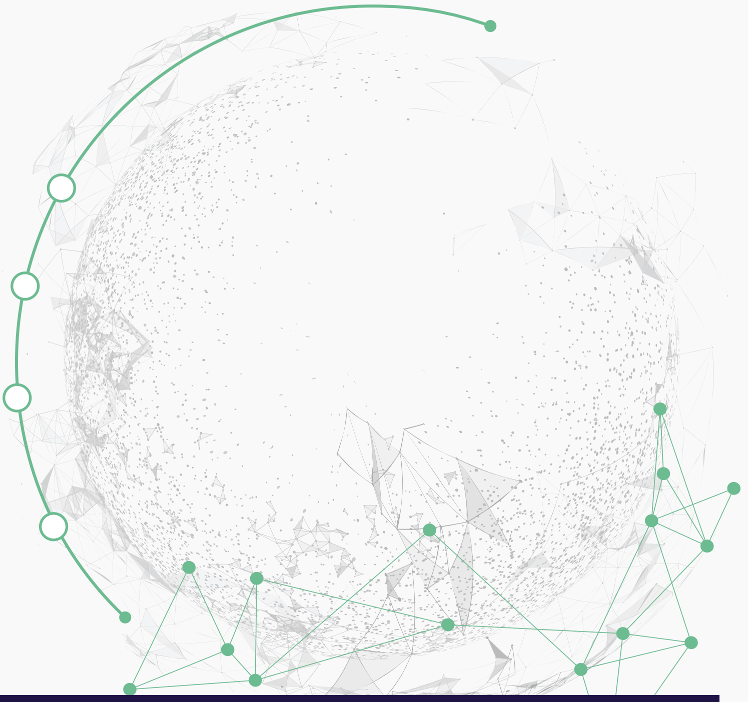
Solid foundations poised for growth,

Over 56 years of industry experience

East Asia focus – China, Japan, Korea, East Asia

$275 million in assets under management and administration

Offices in Brussels, Dublin, and Centurion Funds regulated by the FSCA, and the GFSC



"Heiden Grimaud's mission is to forge lasting partnerships with investors, enabling them to participate in and prosper from the vibrant and thriving East Asian economy."

Partnership

At Heiden Grimaud **we form partnerships** with institutional investors, financial advisors, and brokers.

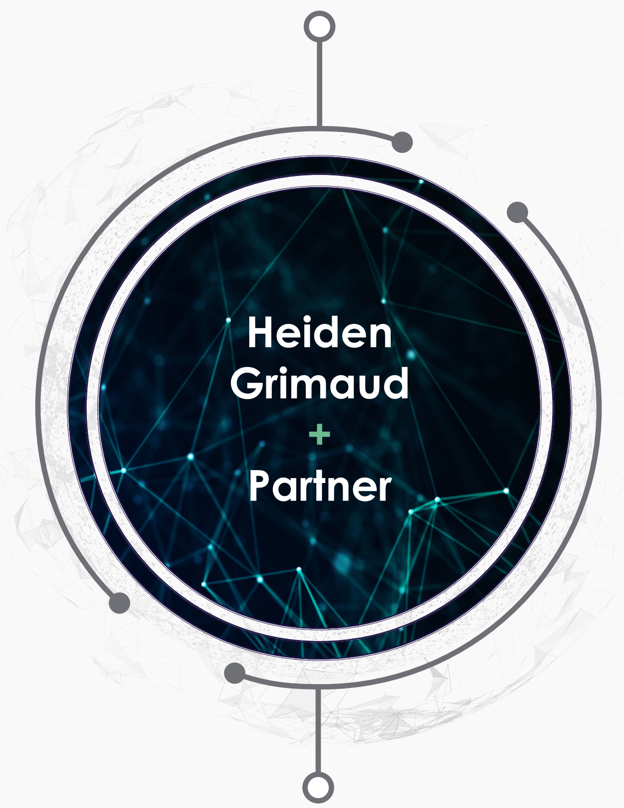
Our partners enjoy the distinct advantage of presenting their clients with a specialized fund focused on China, Japan, South Korea and the broader East Asian market.

In addition to this, our partners earn commissions based on the returns generated by the assets they contribute to the Fund's management, these include AUM fees as well as performance fees earned by the fund, **without incurring any additional costs for their clients**.

By collaborating with us, our partners partake in the success and profitability of our business while enabling their clients to take part in the enormous growth East Asia offers.

Our partners receive **the opportunity to invest in the highest quality companies with irreplicable brands, products and services, in the most populated region on earth, at extremely decent prices.**

BNP Paribas
Custodian



JTC Group
AOS Partner

What sets us apart

China, Japan, South Korea, and East Asia focus

Our deep-rooted expertise in the China and East Asia markets sets us apart from other asset management firms. Here's how we gain our edge:

1

Local Knowledge
Our team of dedicated professionals has extensive on-the-ground experience in China and East Asia. This first-hand knowledge enables us to understand the nuances of these markets and identify opportunities that others might overlook.

2

Established Network
Heiden Grimaud's well-established relationships with local businesses in the region provide us with a unique advantage. These connections allow us to understand and uncover opportunities that others cannot.

3

Proven Track Record
Our long-standing presence and successful investment history in the Chinese and East Asia markets have earned us a reputation for excellence. We pride ourselves on our ability to deliver consistent, above-average returns for our clients.

China, Japan, South Korea, India and the rest of **East Asia** are rapidly emerging as economic power houses fuelled by:

300,000+
annual installations of industrial robots vs Europe & Americas at below 70,000

Technological Innovation:
Pioneering advancements in AI, robotics, semi-conductor manufacturing, and e-commerce are revolutionizing industries and creating new world market leaders.

Asia pacific currently has a 54% share of the global middle class. Set to expand to 65% by 2030

Expanding Middle Classes:
The growing middle class is fuelling a consumer boom, leading to rising disposable incomes and driving massive demand for a diverse range of goods and services.

Asia Pacific forecast to have 51% of global GDP by 2030

Strong and developed Economies:
Prudent fiscal policies and economic liberalization have created resilient economies in China, Japan, South Korea and the rest of East Asia.

"Invest in the highest quality companies with irreplicable brands, products and services, in the most populated and fastest growing region on earth, at extremely decent prices."

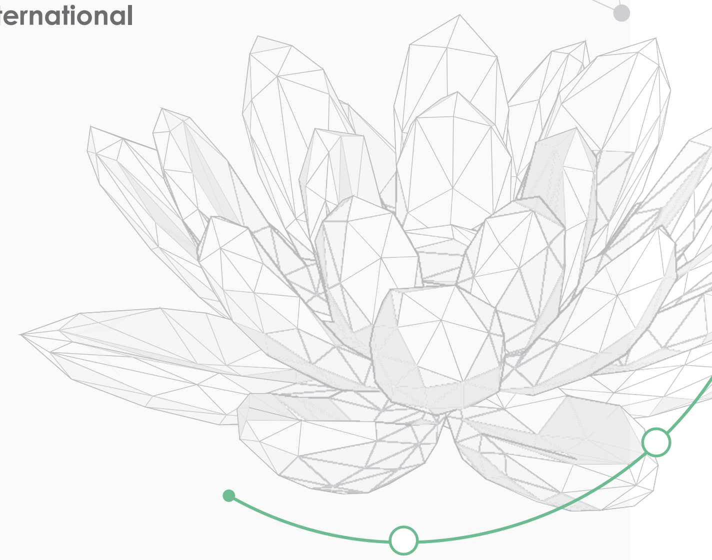
Introducing

Heiden Grimaud Lotus Fund

Introducing the Heiden Grimaud Lotus Fund – a premier investment solution tailored to help investors tap into the boundless potential of the rapidly growing economies of China, Japan, South Korea, and East Asia.

The Heiden Grimaud Lotus Fund Strategy focuses on identifying companies that benefit from the growth of China, Japan, South Korea, India, and East Asia. We seek out **industry leaders** with **strong brands** and **irreplicable products** that have embraced innovative business models, exhibit robust financials, and demonstrate strong profitability. Our investment scope is **not limited** to companies based in East Asia; **we also target international companies** poised to capitalize on the blossoming region.

By leveraging the region's rapid technological advancements and robust economic growth, the strategy aims to capitalize on both traditional industries and emerging sectors such as e-commerce, artificial intelligence, robotics , consumer discretionary, and high-tech manufacturing.



"Asia leads world in installation of industrial robots."

INTERNATIONAL:

Asia is generating double-digit revenue gains for international name brands.
Companies like Apple, Starbucks, Nike, or Hermes benefit greatly from the East-Asian region which consistently make up a growing portion of their revenues.

JAPAN:

Japan manufactures 45% of global industrial advanced robots.
Benefit from Japan's world-renowned expertise in technology, robotics, advanced manufacturing, and home to names like Sony, Nintendo, and Toyota.

EAST ASIA:

Asia Pacific currently has a 54% share of the global middle class. Set to expand to 65% by 2030.
Tap into the robust growth of emerging markets in East Asia, fuelled by rising incomes and increasing consumer demand.

SOUTH KOREA:

#1 country for R&D as % of GDP.
Harness the potential of South Korea's vibrant technology sector, home to industry giants, innovative start-ups alike and home to names like Samsung, LG Electronics, and SK Hynix.

CHINA:

Chinese spending to account for up to 28% of global luxury consumption by 2025, up from 11% in 2019.
Leverage the unparalleled scale and speed of China's economic growth, driven by a booming middle class, cutting-edge technology and home to names like Alibaba, Tencent, and Kweichow Moutai.

"The highest quality companies with irreplicable brands, products and services, in the most populated and fastest growing region on earth, at extremely decent prices."

Lotus Fund Managers

Chris Meyer, CA (SA)

Chris Meyer co-manages the Heiden Grimaud Lotus Fund and is a founding member of the Heiden Grimaud Group. Chris established the Indequity Group and was instrumental in taking the Indequity Group's asset management division private through a management buy-out in 2010. The name of the asset management arm was then changed to Heiden Grimaud when it became a multi-national company offering a diverse range of products headquartered in Brussels.

Chris is a qualified Chartered Accountant with over 30 years of experience in the financial services industry, including venture capital, corporate re-structuring, financial structures, initial public offerings and private equity. With his many years of practical experience and diverse expertise, Chris can provide unique perspectives when analysing publicly listed companies, their management teams, capital structures and incentive models. It is these insights that gives the Heiden Grimaud Lotus Fund a distinct advantage when seeking out new investment opportunities.

David Bradfield, CFA

David Bradfield co-manages the Heiden Grimaud Lotus Fund alongside Chris Meyer. David was introduced to the Heiden Grimaud Group in 2019 and worked alongside the group while in Beijing, China. While in China David set up companies, did market research and was also involved in incubating projects for one of the biggest tech-education firms in China. He has extensive connections in the East Asia region and can speak Mandarin, 普通话 (Chinese).

David's time in China gave him a unique understanding of global and regional markets that aided the Lotus Fund in managing through events like the COVID-19 pandemic and the collapse of the Chinese real-estate market. His experiences, connections, and insights offer the Heiden Grimaud Lotus Fund a different perspective when assessing the enormous opportunities the East Asia market offers.

Lotus Fund Structure

Our Partners

Custodian: BNP Paribas Securities Services SCA acts as the Fund's custodian. BNP Paribas ensures compliance with the Scheme Particulars and keeps investors' assets safe. They receive and make all cash payments; they pay for all the shares that the asset managers buy on behalf of the Heiden Grimaud Lotus Fund. All the shares bought are also registered in their name as custodians for the Fund.

Asset Manager: Heiden Grimaud Asset Management is registered as a Category II discretionary asset manager with the Financial Services Conduct Authority (FSP 596). The asset manager is responsible for managing the portfolio of the Fund.

Administrators: JTC Fund Services, based in Guernsey, act as the administration office of the Heiden Grimaud Lotus Fund. JTC Fund Services provides record-keeping services for the Fund such as compiling weekly valuations of the units (shares) held by investors and producing statements.

1 Custodian
BNP Paribas Securities Services SCA

2 Asset Manager
Heiden Grimaud Asset Management

3 Administrators
JTC Fund Services

Heiden Grimaud Lotus Fund - The Opportunity to invest in The Highest Quality Companies with Irreplicable Brands, Products and Services, in the Most Populated Region on Earth, at Extremely Decent Prices.

Contact us at **investments@heidengrimaud.com** and we will get back to you.

HeidenGrimaud
Asset Management

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Guernsey Fund Administration Office
JTC Fund Administration Services, Ground Floor, Dorey Court,
Admiral Park, St Peter Port, Guernsey, GY1 2HT

Centurion Administration Office
IFM Fund Administration Services, 15 Philips Street,
Randburg, 2194