



# BEL ASSET MANAGEMENT

## Corporate profile



Bel Asset Management  
Digital Assets Meet with Tradition





## **BAM's Values**

*The name Bel Asset Management speaks of our identity.  
BAM was founded by Dr. Cherif Belbel, PhD Macroeconomics, Switzerland.  
The company is built on a foundation of Swiss rigour, Swiss precision,  
and Swiss innovation.  
BAM works to build strong, long-term, stable, client relationships by  
continuously delivering superior quality to our customers.*

# The BAM Team



## **Bel Asset Management**

*BAM has, for +25years, built deep, reciprocal relationships with management of both private and Tier 1 public banks in the UK, the EU, and in Switzerland.*

*BAM manages its own Captive in Bermuda, and it works with SwissRe and Munich Re to insure many of its be-spoke financial instruments.*

*BAM structure trades in primary commodities such as precious and base metals; food commodities; and oil and gas, and related by-products such as petcoke and other derivatives.*

*BAM trades in high-quality ready-made Italian Halal foods, both shelf-stable and fresh-frozen products.*

*BAM manufactures modular buildings and homes for a variety of applications - from low-rise villas to 14 story condos, apartments buildings, and hotels.*

## **Bel Asset Management**

*BAM has a global business model and manages asset classes across the full investment spectrum.*

*BAM's client base is equally split between internal BAM, and external clients, and ranges from private clients to listed companies.*

*BAM's team works from three centers: Montreal, New York, Toronto, London, and recently UAE.*

*BAM has developed a large global business servicing clients across Europe, the Americas and Asia.*

**// We aim to be your trusted partner, enabling you to achieve your goals and realise your dreams.**



# *A growing global presence*

*Bel Asset Management is an asset manager with a global business model. Our growing third-party referral network serves a wide range of international fund distributors. We distribute our products on a referral basis through banks, asset managers, independent financial advisors, insurance companies, sovereign funds, and family offices.*

*We work actively with distributors and institutional and retail customers across the globe*

*In order to build long-term, stable, client relationships, our people are located around the globe with physical offices in Montreal, New York, London, and a rep office Dubai. We also meet clients in shared space in Paris, Brussels, Frankfurt, Luxembourg, Milan, Singapore, and Zurich. Our local presence goes hand-in-hand with our willingness to be accessible, open, and humble towards the views and cultures of our clients.*





# Our Approach to Investing

## **Asset Management at BAM**

*To facilitate the best possible return for a given level of risk, BAM works with a client seeking to invest and a client requiring investment to structure back-to-back paper.*

*With more than 20 years of expertise analyzing businesses, business plans, go-to-market strategies, IP valuation and monetization, license valuation and monetization, and risk quantification, BAM is able to determine the best paths to recommend to a client requiring funds. Recommendations could range from the use of Principal Protected Notes, to the issuance of rated or unrated bonds, or to the issuance of Medium-Term-Notes, or to leveraging IP or technology licenses, or to a simple dilutive equity investment.*

*For clients seeking to make investments, BAM seeks to mitigate investor risk by the use of proprietary wrappers and PPN structures, or by the insurance of invested capital; thereby ensuring that the family office or sovereign investment fund or over-the-counter investor is able to benefit from an investment without putting their invested capital at risk.*

**///** **Client companies perform better when BAM remains at the table.**

## **BAM's Process**

*BAM's work always begins in the same way: engagement by a client to read a file. It is only after thorough review of a client file - IP, Business Plan, Cap Table, Governance... can BAM offer a client an objective snapshot of the client's position; and it is only after discussion of an objective position can BAM develop and offer a client strategic paths to funding.*

*BAM's goal is to offer at least 2 paths to funding - dilutive and non-dilutive. The choice of strategy is the client's to make. BAM will remain at the table with a client company for 36 to 60 months to ensure focus and fulfillment of the strategy.*

*When BAM bring an investor to the table to purchase paper which BAM has built for a client company, BAM remains at the table with the client company until the paper is discharged. This is to ensure that the client company performs as planned, and to give the investor additional assurance.*

*When a strategy includes growth-to-disposition, BAM will cultivate the disposition of the company at the target price. When the strategy is listing in Canada, the US, the UK, the EU, Israel; BAM, which has worked on all of these exchanges, will prepare the filing with client and counsel, and will support the initial public offering by cultivating a pool of market makers to ensure a successful IPO.*





### ***A Suite of Products***

***BAM, with strong relationships with Tier 1 banks in the EU, the UK, and in Switzerland, is able to custom design Principal Protected Note prospectuses and have PPNs issued by said banks. This privileged and trusted relationship ensures that it is the Tier 1 bank, and their -AA credit rating, which stands behind the PPNs. BAM then works with, sells, or otherwise monetizes the PPNs for clients. PPNs can be issued in units of as small as \$10M USD, though units of \$100M is more common.***

***BAM, working with its London team, builds and sells rated bonds on the London, Frankfurt, or Hong Kong exchanges. Ratings for BAM-built paper depend upon the tracking of the company for whom the bonds are built, as well as the premium which the client is willing to pay to purchase a better rating. Bonds are issued with a minimum par value of \$100M.***

***Our approach allows us to propose some of the best investment solutions to our clients by combining internal strengths with external competences.***





### ***Asset Tokenization***

***BAM has been working with blockchain technology since the inception of HyperLedger in 2012.***

***BAM built and owns proprietary asymmetrically-encrypted double-blockchain technology. BAM built this technology as the foundation for a Swiss Platform Bank which shall be up-and-running before the end of 2023. The tech was designed by BAM's CTO, and BAM has patent applications in process to protect this technology.***

***The system, though Swiss-Bank tough, has a host of applications, such as asset management, data management, or the management of client files; or the sale or lease of digital assets. BAM clients are provided with access to a personal, segregated, asymmetrically-encrypted double blockchain where all of their BAM files are maintained.***

***Everyone should have a personal blockchain for secure data storage.***

***A retail use of this technology is the tokenization of client-owned assets and the tracked sale of same.***

***BAM can tokenize client assets, establish a guaranteed minimum value for same, and then structure an ICO to see capital raised against the guaranteed-minimum-value tokens.***

***BAM's asymmetrically-encrypted double-blockchain technology enables the trading of the asset-backed tokens on exchanges, with the benefit of BAM always knowing who it is that holds the tokens - enabling the payment of dividends or the 'calling' of tokens if / when the asset-backed tokens hits a pre-set call value and the client wishes to have BAM execute that call.***

# Responsible Investing

## *It's in our DNA*

*Social responsibility and sustainability concerns are strongly embedded in BAM's way of thinking. Responsible Investing is therefore strongly engrained in BAM's corporate culture and philosophy.*

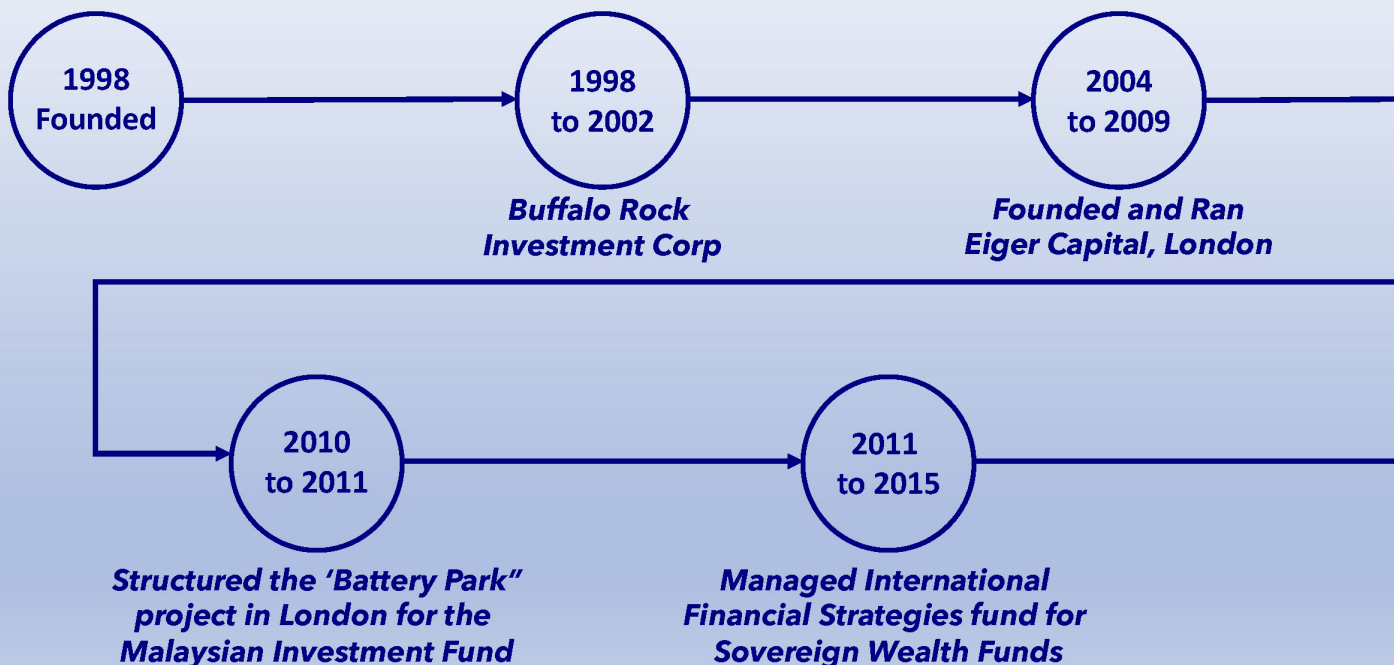
*BAM has a book of clients working to meet the EU's 2030 and 2035 green commitments, and BAM maintains a book of investors interested in the technologies which BAM has evaluated and brought forward. These include technologies such as organic and inorganic high-capacity power storage technologies; electric and hydrogen powered marine transport; and green ore refining and smelting technologies, to name but a few.*

*In addition to responsible 'green' investing, BAM is prudent about the clients which it takes on.*

*BAM completes a rigorous Know-your-Client process at the start of a relationship, as well as a thorough AML CTF review. We have worked +20years building a brand and a reputation as a prudent, ethical agent in the marketplace; maintaining that reputation is worth more to BAM than accepting a client without thorough due diligence.*

*Finally, BAM seeks-out opportunities which can accomplish a social good as well as generate a reasonable and secure return, for a good investment is when all parties succeed.*

## *BAM's Journey*





**BAM has a strong commitment to responsible investment and ESG.**

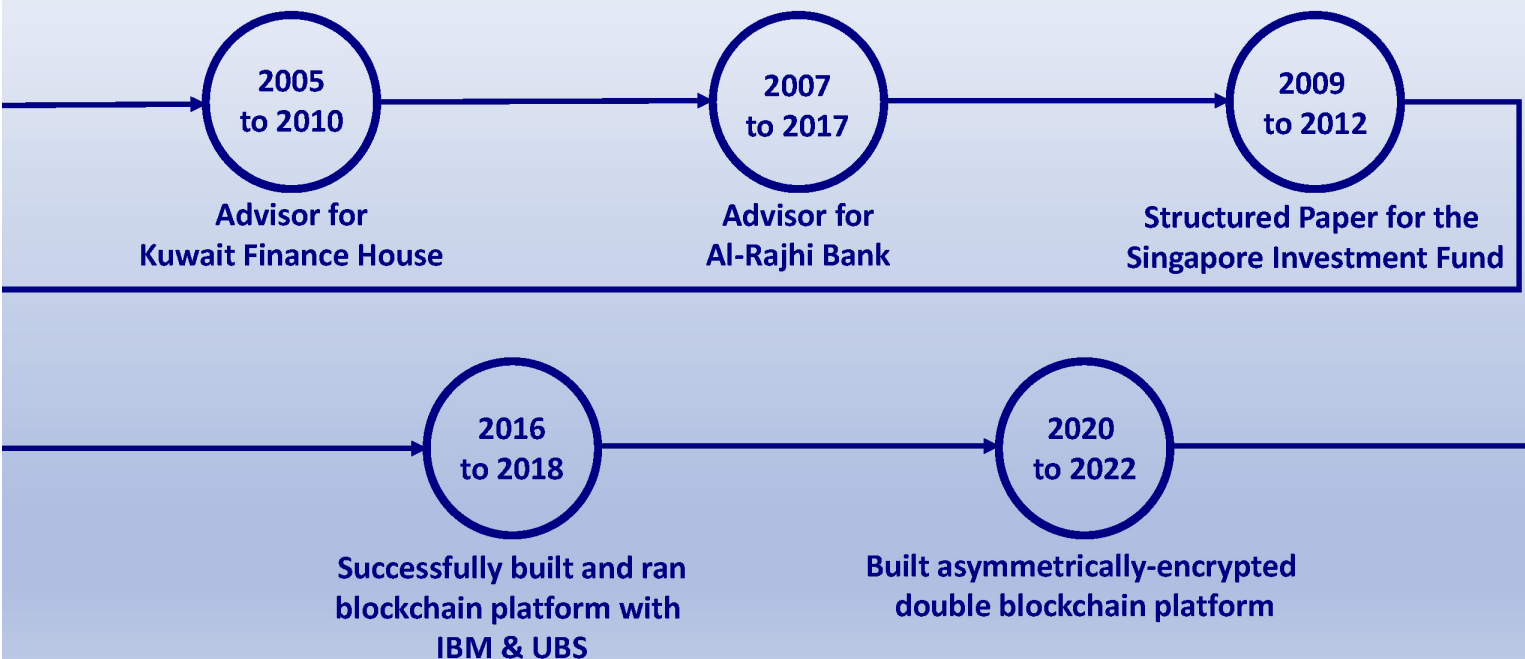
### **Bespoke Insurance**

*BAM, via its Bermuda Captive, and in close cooperation with peers at Swiss and Munich Re, delivers custom-built insurance solutions for its clients.*

*BAM is able to insure tangible and intangible assets, investment and business performance risk, and forward valuation and Fx hedge risk, among almost any other risk that can be imagined.*

*One BAM has structured a bespoke insurance policy for a client, and that policy has been fully-funded, BAM is able to raise capital against the insured risk; bringing clients non-dilutive capital.*

*Building bespoke insurance requires engagement and up to 12 weeks of analysis; all of which must be accomplished before BAM is able to begin the work to price the risk. Monetization is a separate process which can take another 8 weeks after the policy has been funded.*





## ***A Stable and Reliable Partner***

*More than ever, stability, consistency, and quality have become key in the asset management business.*

*BAM offers, through its broad product range and its deep expertise, strategies that aim to provide consistent, secure, and market-beating solutions in all market condition.*

*But alpha generation is not our only goal. While designing Investment solutions that consistently deliver alpha with decreased risk and capital guarantees is a major objective, we are foremost committed to stability. That's why our team has developed investment solutions that put stability at the core of their strategy - a concept which has proven successful over the past +25 years.*

*It's all about providing better service, better products, better security, and better investment returns.*





## **Principals:**

**Dr. Cherif Belbel, CEO**

**Mr. Rod Clark, M.A., CFO**

**Dr. Pierre Fiorini, CTO**

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## When Tradition Meets Disruption

