



BULLSEYE FINANCIAL

# Bullseye Financial Investment Management





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| 01 |

# INTRODUCTION

Bullseye Financial Ltd (BFL) is authorised and regulated by the UK Financial Conduct Authority ( FRN: 939395), and registered in England and Wales under registration number 12923262, dedicated in providing investment and wealth management services.

#### Truely Bespoke

We know that everyone's financial needs differ, which is why our Investment Managers are focused on what really matters to you. We will follow your investment objectives, allocate your investment to the applicable portfolio. In providing our Discretionary Investment Management Service we strive to ensure that any investment decision we make is suitable for you.

#### Risk Under Control

Our clients are not necessarily averse to taking risks with their money, but they are sensitive to losses. We create portfolios that should benefit from rising markets while limiting losses when markets fall.

Our risk management framework ring-fences discretionary implementation on a stop loss and profit taking level. Stops are implemented on a position, sector and asset class level and are monitored weekly via detailed risk reports.

#### Periodic Reviews

We understand that not only markets change, but also our client's objectives and priorities. We develop periodic asset allocation reviews with our clients to meet their objectives, while maintaining the balance between preferred risk and return. We can also review your investments whenever there is a big change to your circumstances.

#### Communication, Transparency and Report

We place real value in relationships based on trust and longevity, where we believe that by working closely with our clients and with each other we can achieve great results. We promote open communication which allows us remain honest, transparent and always accountable.

BFL generates all relevant investment account statements and documentation required for clients' accounting purposes.

# 02

# INVESTMENT MANAGEMENT

## 2. Bullseye Financial Investment Management

Bullseye Financial Investment Management offers discretionary management as well as advisory services. Prospective investors can choose between the two service lines and will receive products tailored specifically to their needs.

### 2.1 Discretionary

BFL's Discretionary Investment Management Service enables us to manage cash and investments held in your account(s) on a discretionary basis with a view to achieving agreed investment objectives. Our Discretionary Investment Management Service is conducted in-house without any delegation to third party funds.

When you select our Discretionary Investment Management Service we will follow your investment objectives. We will allocate your investment to the applicable portfolio, see section 3 of this brochure. In providing our Discretionary Investment Management Service we strive to ensure that any investment decision we make is suitable for you.

BFL mainly follows a flexible approach to the portfolio, it also benchmarks the performance. The investment decisions are made at the portfolio manager's discretion, which may include the following types of financial instruments: listed equities, exchange traded funds, derivatives, money market investments, high-grade government bonds, corporate bonds, securities issued by private companies, REITs, and foreign exchange.



## 2.2 Advisory

BFL's Investment Advisory Service provides you with advice on your investment decisions (this includes buying, selling or holding investments) and the exercise of any rights you may have in relation to the cash and investments held in your account(s).

When you select BFL's Investment Advisory Service we will provide advice in line with your investment objectives and your risk appetite. BFL will keep you informed of market developments and risks related to current investments or relevant alternative opportunities. BFL will only recommend financial instruments, which it considers suitable for your defined risk profile.

The final decision on executing investments or the management of existing investments remain with the client. Our advice will act as a guide for the investor and we will only act on instructions further to any advice provided by the investor.

Our investment advice is based on a broad range of financial instruments and institutions without any bias towards any particular provider or investment type.

Our Investment Advisory Service is for investors who

- > desire multi-asset class investment advice on a trade-by trade basis
- > value analysis, ideas and recommendation of investment products from an experienced team of analysts and portfolio managers
- > wish to leverage Bullseye Financial's and its partners' in-house research & proprietary investment toolkit

# 03

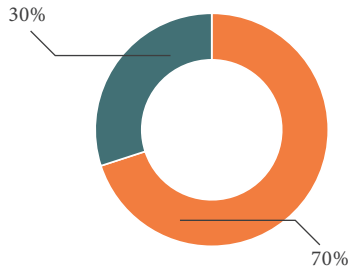
# INVESTMENT PORTFOLIOS

## 3.1 Tier 1 Investor Visa Portfolios

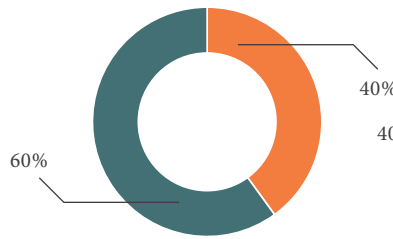
We work close with our partnered immigration solicitors. Our services meet the strict criteria and we monitor for any changes to ensure your portfolio remains aligned to the requirements of the Investor Visa scheme.

Portfolio Category	Asset Allocation*	Risk Tolerance	Expected Annual Return
Safe	Defensive Assets — 70% Balanced Growth Assets — 30%	Low	2% — 3%
Balanced	Defensive Assets — 40% Balanced Growth Assets — 60%	Market Risk	4% — 5%
Aspirational	Defensive Assets — 20% Balanced Growth Assets — 40% Dynamic Growth Assets — 40%	Higher	6% — 8%

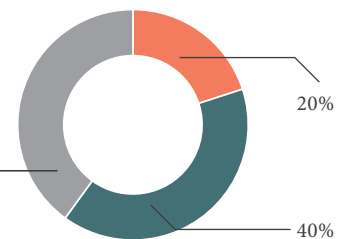
\*Please find below detailed explanation of each category of assets



**Safe**  
Expected Annual Return 2%-3%



**Balanced**  
Expected Annual Return 4%-5%



**Aspirational**  
Expected Annual Return 6%-8%

● Defensive Assets	Cash, money market investments	Highly Liquid
● Balanced Growth Assets	Investment grade corporate bonds, blue-chip listed equities	Liquid
● Dynamic Growth Assets	Listed corporate bonds and equities of high growth companies	Liquid

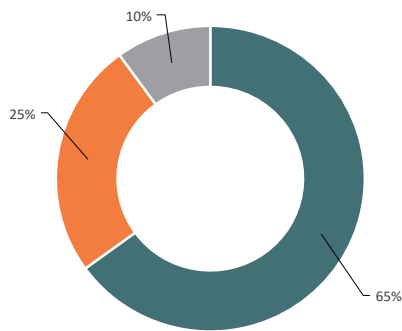


## 3.2 General Investor Portfolios

Our ready-made portfolios invest in a broad mix of assets across a range of industries – set for 2 risks appetite while improving the chances of investing in the right places.

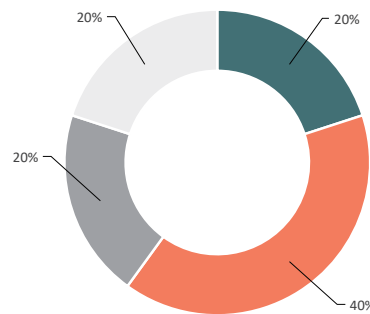
Portfolio Category	Asset Allocation	Risk Tolerance	Expected Annual Return
Bullseye Adventure	Index-tracking ETFs — 25% Selected Industry ETFs — 65% Strategic ETFs — 10%	Higher	12% — 15%
Bullseye Stable	Index-tracking ETFs — 40% Selected Industry ETFs — 20% High Dividend ETFs — 20% Strategic ETFs — 20%	Market Risk	8% — 10%
Bullseye Bespoke	Bespoke per Clients' Risk Appetites (including ETFs, Equities, Bonds, Derivatives, FX and etc.)	To be Evaluated	To be Evaluated

### Bullseye Adventure Adven-



Expected Annual Return 12%-15%

### Bullseye Stable



Expected Annual Return 8%-10%

- Index-tracking ETFs
- Selected Industry ETFs
- Investment Grade Corporate Bonds
- Gold-tracking ETFs

# 04

# THE PROCESS

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Discretionary

**Step 1:**

Client opens account and completes onboarding documents. An initial account opening fee of 0.05% of AUM is payable.

\*Average account opening time is 1-2 weeks provided that all requested information and documents are received.

**Step 2:**

Confirm portfolio selection preferences and formulate investment plan with clients.

\*Client needs to complete questionnaires.

**Step 3:**

Transfer funds into either Bullseye Financial client money segregated account held with custodians.

**Step 4:**

Conduct investments as agreed in Step 2. Assets are safeguarded in custodian banks.

**Step 5:**

Periodic reviews, portfolio reports, follow-up communication and aftercare services.

**Step 6:**

Settlement.

\*Settlement Cycles are typically 5 business days.

\*Minimum investment £200,000.

Clients would be categorised as elective professional clients.

## 4.1 On - Boarding Documents

We require documents and evidence to ensure adherence with ‘Know Your Client’ and ‘Anti Money Laundering Requirements’, to include:

1. Proof of identity and proof of address (for the account holder and any related parties as part of the client’s source of wealth).

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2. Source of wealth evidence. This is different depending on each client’s actual circumstances. For example:

- a. If a client generates wealth from their own company, then we would require certification of incorporation, memorandum and articles of association, income letter issued on a company-headed paper signed by an authorised signatory of the company and sealed by the company seal, audited financial statements for the last three years.
- b. If the client has gained their wealth from trading regulated financial products such as shares, then we will require the trading statements.
- c. If the client has gained a substantial amount through property sale, then we will require the purchase/sale agreement of the property.

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3. CV of the client or related parties stating how they have accumulated their wealth.

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4. Source of funds. We only need nominated account details.

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5. Relationship proof of the account holder and the related parties e.g. birth certificate, marriage certificate.

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6. BFL’s account opening package. These should be signed only after clients have read and acknowledged BFL’s Investment Advisory Agreement (IAA) or Investment Management Agreement (IMA) as well as the schedules attached to those agreements.

- a. Account Opening Form
- b. Client Agreement
- c. CRS Tax Form
- d. W-8Ben Form
- e. Power of Attorney Form

\* For more information please see Bullseye Financial Account Opening Pack.



05

INTRODUCTION TO  
AUTHORITY AND  
PARTNERS

# FCA

## 5.1 FINANCIAL CONDUCT AUTHORITY

[www.fca.org.uk](http://www.fca.org.uk)

The Financial Conduct Authority is a financial regulatory body in the United Kingdom, operating independently from the UK Government. It is financed by charging fees to members of the financial services industry. The Financial Conduct Authority is the conduct regulator for 58,000 financial services firms and financial markets in the UK and the prudential regulator for over 18,000 of those firms.

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## 5.2 WOMBLE BOND DICKINSON

[www.womblebonddickinson.com/uk](http://www.womblebonddickinson.com/uk)

Womble Bond Dickinson is a transatlantic law firm, providing high-quality legal experience and outstanding personal service to a wide range of regional, national and international clients from key locations across the United Kingdom and United States, offering services in 12 different sectors, employs approximately 1,000 lawyers. The firm advance and protect clients' interests from both sides of the Atlantic, with hands-on, switched-on legal advice, outstanding personal service and exceptional value. Womble Bond Dickinson is a member of Lex Mundi, a global organization of independent law firms.

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## 5.3 CROWE UK LLP

[www.crowe.co.uk](http://www.crowe.co.uk)

Crowe is an international network of public accounting, tax, consulting and business advisory firms which perform professional services under Crowe Global. Headquartered in Chicago, it established over 200 branches to cover businesses in over 130 countries and regions. It's ranked eight globally per business size. Crowe also obtained auditing permission for Chinese security and future business as well as auditing licence for companies listed in H share. The partnership with Crowe ensure the professional auditing services for the customers of BFL.



#### 5.4 QUEEN STREET FINANCE

[www.queenstreetfinance.com](http://www.queenstreetfinance.com)

Queen Street Finance is a City of London based financial services company which provides custody, brokerage, asset management, investment advisory and other financial services. With key relationships in Western Europe, CEE, Middle East, China and Korea, QSF is delighted to promote best practice and the highest standards of client services. QSF is authorised and regulated by the Financial Conduct Authority.

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## PARDUS

#### 5.5 PARDUS

[pardusglobal.com](http://pardusglobal.com)

Pardus is based in Mayfair, London, Pardus Fixed Income Bond Plc (the “Company”) was formed as a special purpose vehicle (“SPV”) for the issuance of bonds, with aims to provide high yield investment opportunities to high-net and ultra-high worth individuals through its well-established connections with the upper echelons of the finance world. With offices in Hong Kong and London, Pardus is perfectly positioned to service investors globally and a close partner to Bullseye Financial with the offering of their Fixed Income Bond as an investment vehicle for our Tier1 clients.

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#### 5.6 MAYFAIR CAPITAL LIMITED

[www.mayfair-capital.co.uk](http://www.mayfair-capital.co.uk)



Mayfair Capital Limited is a specialist UK advisory and discretionary investment manager who collaborate with numerous IFAs in order to add value to their clients’ investments. Mayfair Capital also acts as an execution-only stockbroker providing a personalised service to investors, tailor its service to suit clients’ requirements. The partnership between Bullseye Financial Ltd and Mayfair Capital facilitates counterparty trading of UK Gilt, Corporate Bonds, and Securities on behalf for our clients under CREST.

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#### 5.7 PETERHOUSE CAPITAL

[peterhousecap.com](http://peterhousecap.com)



Peterhouse is a London-based investment bank dedicated to the needs of growth companies, provides integrated financial services: Corporate Finance, Corporate Broking, a Matched Bargain facility and Securities Trading. Through these complementary businesses, providing comprehensive services to companies which are listed on, or looking to join, the Standard List of the Main Market, AIM or the Aquis Exchange. Peterhouse Capital is majority owned by LIBANK SAL, a Beirut-based investment bank with key interests in the UK and EU.



5.8 IBKR

[www.interactivebrokers.co.uk](http://www.interactivebrokers.co.uk)

Interactive Brokers LLC (IB) is an American multinational brokerage firm. It operates the largest electronic trading platform by number of daily average revenue trades. The company brokers stocks, options, futures, EFPs, futures options, forex, bonds, and funds.



5.9 THIRD FINANCIAL

[www.thirdfin.com](http://www.thirdfin.com)

Third Financial launched in 2007, is the fastest growing, most innovative investment Platform and Software provider. It provides comprehensive, whole-of-market, custody, trading, technology and back-office service. Third Financial is the fintech partner of Bullseye to give our clients the best online investment account experiences.



5.10 BNY MELLON

[www.bnymellon.com](http://www.bnymellon.com)

The Bank of New York Mellon Corporation, commonly known as BNY Mellon, is an American investment banking services holding company headquartered in New York City. BNY Mellon was formed from the merger of The Bank of New York and the Mellon Financial Corporation in 2007. It is the world's largest custodian bank and asset servicing company, with \$2.2 trillion in assets under management and \$41.7 trillion in assets under custody as of the second quarter of 2021.



#### 5.11 RICHMOND CHAMBERS

[immigrationbarrister.co.uk](http://immigrationbarrister.co.uk)

Richmond Chambers LLP is a multi-award winning partnership of specialist immigration barristers. Based in the heart of London, its immigration barristers provide expert legal advice and representation, directly to individuals and businesses, in relation to all aspects of UK immigration law. In 2013, Richmond Chambers LLP became the first barrister-only immigration law firm to be authorised in the UK. Richmond Chambers combine the expertise and quality of the Bar, with the service levels of a trusted law firm.



#### 5.12 BANK OF SCOTLAND

[www.bankofscotland.com](http://www.bankofscotland.com)

The Bank of Scotland plc is a commercial and clearing bank based in Edinburgh, Scotland. With a history dating to the 17th century, the Bank of Scotland is the fifth-oldest extant bank in the United Kingdom, and is the only commercial institution created by the Parliament of Scotland to remain in existence. It was one of the first banks in Europe to print its own banknotes, and it continues to print its own sterling banknotes under legal arrangements. Bank of Scotland has been a subsidiary of Lloyds Banking Group since 19 January 2009.







| 06 | MANAGEMENT  
TEAM

Bullseye Financial Ltd team members hold professional qualifications from the UK and Europe's top Universities as well as certifications in CFA, ACCA, CISI and Advanced Financial trading. The team have many years senior management experience in top Chinese and European financial organisations.

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## MS. LINGLING WU CEO/Director

Lingling Wu is a graduate of the University of Cambridge. She holds certificates from INSEAD Business School and the University of Oxford. Ms. Wu has spent many years with the People's Bank of China (China's Central Bank), as well as the China Zheshang Bank, Beijing branch. She is highly-experienced in the areas of macroeconomic analysis, monetary policy, financial market transactions, primary and secondary market investment and private equity management. Ms Wu specialises in global Indices, Options and Foreign Exchange trading.

Prior to founding Bullseye Financial, She worked as a Chief Operating Officer, specialising in fund management, private banking and wealth management. Ms Wu is authorised as a qualified investment management personnel by multiple financial regulators including FCA, Central Bank of Ireland and MFSA.

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## DR. WEI SHI CIO / Director

Dr. Wei Shi earned her PhD in Economics and Finance at the University of Bath with full scholarship. Then started her career at Deloitte as a due diligence analyst, where she found her interest in financial modelling and valuation, so she joined Duff and Phelps' valuation team and later worked at AON's corporate development team focusing on global M&A projects. Before co-founding Bullseye Financial Ltd with Ms Lingling Wu, Dr Wei Shi worked as a Fund Manager and successfully managed multiple investment funds.

Dr. Wei Shi is a CFA charter holder and specialises in investment portfolio design and management.

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## Mr Alexander Ng Head of Marketing

After earning his BA (Hons) degree in Economics from the University of Washington, Alex worked with Microsoft for over ten years across a broad range of operations. On his relocation to the U.K. in 2008, he began his financial career by achieving a Distinction in Applied Financial Trading, focusing on technical analysis of various asset types, including G10 currencies, major Equity indices and Commodities.

In the subsequent years, acting as a Trade Mentor, he has enhanced his market insight as a technical analyst with strong focus on risk management and has acquired a firm understanding of global macro/microeconomics.

With an education and working background across Asia, U. S. and Europe, Alex is truly a global citizen with valuable worldwide experiences.



**MS. AMANI GUO**  
**Head of Relationship Manager**

Graduated from University College London with a master's degree in Information Science, Amani has experience in sales, marketing, public relations and account management where she gained valuable experience and interpersonal skills. She joined AG Group UK Office and worked on several projects; building business relationships, organising events for high-end clients with Premier League Football Clubs.

Prior to co-founding Bullseye Financial, She worked in Client Relations assisting business development and HNWI client onboarding. She's also interested in UK property investment and development.



**MR. STEVE MILEY**  
**Senior Investment Consultant**

Steve Miley has over 30 years of financial market experience. Steve spent most of his career at Merrill Lynch for 15 years (1994-2009), with his last ten years as a Vice President in the research department as a technical analyst, responsible for daily reports, client presentations, plus in-house and client education programs.

Following Merrill Lynch, Steve spent 2009-2012 as a Director in the Technical Analysis Research Strategy team with Credit Suisse where he managed the FX division, responsible for the reports, forecasts and bank wide research for G10 & Emerging Markets currencies as well as Equity Indices, Rates & Credit, plus Commodities.

He is a Member of the Society of Technical Analysts (MSTA) and holds a Master's degree in politics, Philosophy & Economics from Oxford University (Lincoln College).

Steve adds significant value to the investment management team by employing his extensive fundamental market experience, alongside his wealth of technical



07

FEE  
STRUCTURE



Discretionary			
Tier 1 Investors		General Investors	
Account Opening Fee	0.05%	Account Opening Fee	0.05%
Management Fee	1.00%	Management Fee:	
Please note that as the Aspirational portfolio comprises of high risk and low liquidity assets, the management fee is subject to further negotiation.		AUM < £500,000	1.50%
		£500,000 < AUM < £1,000,000	1.30%
		AUM > £1,000,000	1.00%
Performance Fee	0.00%	Performance Fee (4% Hurdle Rate)	20.00%
Investment Consultancy			
Occupation		Charge / hour	
Director		£450	
Investment Manager		£170	

\*All fees and costs outlined shall be charged with an addition of 20% VAT.

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## Contact

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