



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.

● **Truly 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

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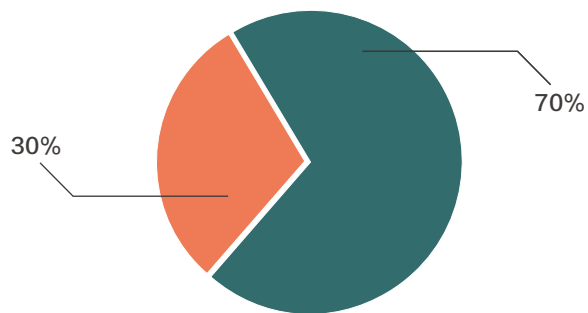
General Investor Portfolios

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 —30% Selected Industry ETFs —70%	Higher	15% — 18%
Bullseye Stable	Index-tracking ETFs —20% Selected Industry ETFs —55% Investment Grade Corporate Bonds —20% Gold-tracking ETFs —5%	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

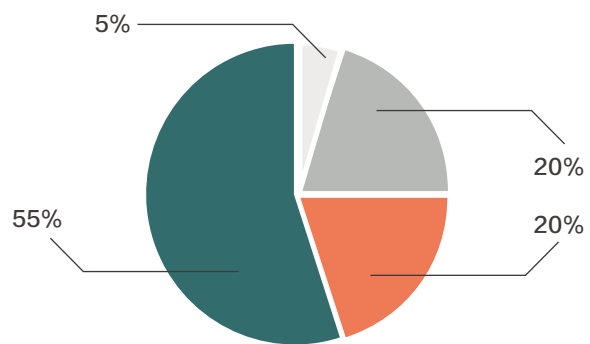


Bullseye Adventure



Expected Annual Return 15%-18%

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).

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.

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

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

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

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

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.



5.2 WOMBLE BOND DICKINSON

www.womblebonddickinson.com

We are proud to have Womble Bond Dickinson (UK) LLP (WBD) as our legal advisors in supporting our investment and management activities. With locations on both sides of the Atlantic, WBD provides the breadth of legal experience and services to meet our clients' needs without losing the intimacy of being connected to our different communities. These strong local and regional ties enable WBD to remain close to our clients and the issues they care about.



5.3 HGA Chartered Accountants

hgaca.co.uk

HGA is an UK based accounting firm offers accounting, tax, consulting and business advisory services. Headquartered in London, HGA is an established firm of Chartered Accountants that was started in 2012. Since then the business has grown significantly, enabling them to offer a wide range of services. HGA offers a broad spectrum of professional business services, up-to-the-minute technical expertise and personal advice to help their clients to grow, protect and realise clients' business and personal aspirations. The partnership with HGA ensure the professional auditing services for the customers of BFL.



5.4 IBKR

www.interactivebrokers.co.uk

InteractiveBrokersLLC (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.



5.5 Third Financial

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.



5.6 BNY Mellon

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.



5.7 Bank of Scotland

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.



MS. LINGLING WU CEO / Director

Lingling Wu is a Chevening scholar, 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 Zhesang 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. Prior to founding Bullseye Financial, she worked as a Chief Operating Officer, specialising in fund management, private banking, and wealth management.

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 a certified FRM, specialising in investment portfolio design and management.



MR. MANOJ LADWA Senior Investment Consultant

Manoj is a 25+ years veteran of the financial markets as a trader, stockbroker, and market commentator, enjoying a network spanning private investment firms, FCA regulated firms, PE firms, hedge funds, HNW investors and family offices. He has traded across several economic cycles and varying levels of volatility since 1997, across a range of asset classes. Manoj has appeared on financial and mainstream media since 2000, from BBC, Sky TV, Bloomberg, CNBC etc. and been quoted in the mainstream press.

His work now encompasses all aspects of trading, broking, and media.



MR. JOSHUA CLEMENT

Portfolio Manager

Joshua is the Strategic Programme Manager of Bullseye Academy, providing a wealth of experience from over 4 years employed with JP Morgan as a trader's assistant in both the credit and equities space. Prior to JP Morgan, his experience with medium and small businesses offers versatility, innovative ideas, and management expertise required for the academy in both the content creation and education side. Graduating in Economics and Politics, and qualifying with a Distinction in the Level 5 Diploma in Applied Financial Trading are his credentials coupled with experience providing a base for his success.



MS. JESSIE LIAO

Marketing Manager

After graduating from one of the top finance and economic universities in China, Jessie has developed her interest in marketing and communication since she worked at BMW China. She also sharpened her digital marketing skills by working at the Chinese top e-commerce company JD.com. Later she gained a master's degree in marketing at the University of St Andrews, trying to pursue an international career. Combining her solid background in finance and economics and expertise in marketing, Jessie contributes to Bullseye Financial with her whole heart. Now she's also specialized in client relations.

MS. LING JIN Immigration Adviser (Level 1)



Ling Jin is a qualified Level 1 immigration adviser approved by the Office of the Immigration Services Commissioner (Regulation Number - Z000008953). She obtained two Masters in the UK, one is MA TESOL, and the other is MBA in International Business. Before joining Bullseye Financial Limited, as a Legal Executive she was handling with legal work with Solicitors for nearly 1.5 years, mainly in the areas of UK properties and immigration cases and gained professional experience in over 360 cases.

Ms. Jin has also been a qualified translator over 14 years after being awarded Bachelor degree in English Education, and especially specialised in various legal



MR. JING WANG Business Development Manager

Jing is a professional with extensive sales experience in the Chinese financial industry, currently working in business development at Bullseye Financial. In China, he successfully promoted and sold various financial products, building deep industry knowledge and a broad network. With his market insight and communication skills, Jing has achieved significant business results in the UK as well. He excels in cross-cultural communication and is dedicated to finding new opportunities in the global financial market, driving the company's international growth.



MR. YONGGUO CAO

Business Adviser

Yongguo is currently a Business Adviser at Bullseye Financial. He has extensive experience in the Chinese industrial sector, where he successfully provided effective financial consulting and strategic advice to numerous companies, helping them achieve significant performance growth. With his deep industry knowledge and keen market insight, Yongguo has demonstrated exceptional abilities in cross-border business and international market expansion.

MR. XILONG ZHAO

Data Analyst

As a data analyst, Xilong mainly focuses on market analysis to support strategy formulation at Bullseye Financial. He possesses deep expertise in data mining, statistical analysis, and predictive modeling, effectively transforming complex data into actionable business strategies.





| 07 | FEE STRUCTURE



Fee Structure Summary

7.1 General Investor Portfolios

Account Opening Fee	0.05%
Management Fee	
AUM under £1,000,000	1.70%
AUM between £1,000,000 and £3,000,000	1.45%
AUM between £3,000,000 and £5,000,000	1.00%
AUM over £5,000,000	0.80%
Performance Fee	20.00%
*Applicable if above 6% hurdle rate	

7.2 Advisory

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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