



**Invest in a world  
of opportunity**

# Welcome

Emira Capital enables the every-day investor access to top-tier algorithmic funds that traditionally would be limited to Institutional investors.

To ensure that we present only the highest quality to our investors, we at Emira Capital employ a rigorous investment selection process to offer only the best-in-class strategies.

# The Vision

Emira Capital envisions a world where the barriers between elite investment opportunities and individual investors are dismantled. Our commitment is to not just lead in the fund management sphere, but to redefine it, ensuring sustainability, excellence in client relations, and a continuous dedication to investment integrity.

As we speak, Emira Capital is sculpting a future where investors have the key to a realm once reserved for institutional players: access to top-tier private equity and venture capital funds.

Emira Capital strives to achieve its vision through three core business 'pillars':



## EXPERTISE

Our Investment Managers' deep understanding of the financial markets ensures informed decisions for our clients, fostering a climate of trust and reliability.



## ADAPTABILITY

Recognizing the fluidity of the investment landscape, Emira Capital remains adaptably ahead of market trends. Our strategy revolves around leveraging change as an opportunity, ensuring dynamic growth for our clients' portfolios.



## INTEGRITY

At Emira Capital, integrity is paramount. We build lasting relationships based on trust and transparency, ensuring our clients feel secure in every transaction.

A small team, Emira Capital Ltd is highly selective with our clientele, meaning our team only accepts clients we know we will be able to serve satisfactorily. By maintaining a small team and select clientele, Emira Capital Ltd is well-suited to meet any adverse investment situations.

# What We Do

Emira Capital offers a selection of highly attuned trading systems, specifically curated to meet differing investor needs and risk appetites.

Accepted clients are given access to a selection of trading systems, in which they may choose to invest. Emira Capital operates as a facilitator between exclusive trading strategies and retail and institutional investors. Our team is tasked with continual research into the most exciting, technologically advanced trading systems available in the investment market.

The company serves to meet the unique needs of each investor, providing detailed information and support to each potential investor considering our services. With long-term plans for bespoke client portals and 24/7 access to a dedicated fund manager, Emira Capital will offer an unmatched investment experience.

# How We Do It

Our business thrives on cyclical, concurrent development processes that ensure each system is continually monitored, evaluated, and developed. Because of the inherent vulnerability of speculative investment strategies, it is critical that our team has the utmost confidence in the effectiveness of our chosen strategies, necessitating this detailed analysis.

## DISCOVERY

Our process begins with the discovery of a potential trading system, often located through frequent inbound and outbound lead generation. Our extensive network of traders and developers assists our team in procuring and preparing potential investment opportunities.

## AUDITING AND MONITORING

After our team has certified the system's pre-existing track record meets the company's strenuous primary entry criteria, an extensive backtesting period is initiated to ensure its long-term profitability and sustainability. Back testing of the system is conducted using strategy testing software which employs 'real tick data' to track sustainability and performance over a (minimum) 15-year period. These tests allow our team to certify the system's profitability and sustainability in changing, volatile market conditions.

## TESTING

With the incubation and backtesting period completed, our team begins a series of live-testing scenarios to ensure the system complies with both its expected returns and our previous backtesting results. Together, our structured auditing and testing process ensures the veracity, performance, and sustainability of the proposed trading system.

## ONBOARDING

Once the system has passed our complete pre-live and live testing process, the system is then finally added to the Emira Capital Ltd investment portfolio and provided as a novel investment opportunity for our clientele.

## MANAGEMENT AND DEVELOPMENT

Continual monitoring and evaluation (especially during the first 6-12 months of offering) ensures the new system is performing to specification and without excessive risk exposure.

# Why Invest With Us?

Acknowledging the market saturation of investment opportunities currently available for investors, Emira Capital Ltd has a conscious appreciation of the need for transparency, client protection, and investment sustainability. By offering four key facets, our company stands to ensure any potential investor has the utmost confidence in our operations, both in their veracity and profitability:

## PERFORMANCE BASED

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At the core of our business operation, Emira Capital Ltd employs a strictly performance-based fee model, ensuring our company thrives only when our client's investments prosper. This model was employed to directly complement our ethos and company vision.

## CLIENT INDEPENDENCE

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Emira Capital Ltd does not handle any client funds. All client funds and allocations are handled by a fully regulated, third-party broker, which provides clients with 24/7 access to their investments through a bespoke client portal. Clients retain both control and custody of their investments at all times.

## FLUIDITY

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Utilising dynamic investment strategies and auditing processes, our company harnesses the unique power of technological development with the investment environment. All our systems are continually audited, evaluated, and updated, ensuring a premier investment experience for our clientele.

## DIVERSITY

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In combination with our market fluidity, Emira Capital Ltd offers a selection of differing investment opportunities, allowing greater account diversification and investment protection.

# Our Company Structure

## EMIRA CAPITAL LTD

UK based company and trading strategy provider

## OUR DUTY

Provide clients with an algorithm which sports over 5 years worth of live trading history and 15 years of backtesting data.

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## PELICAN ASSET MANAGEMENT

Emira Capital Ltd Limited is a 'Strategy Provider' to Pelican Trading. Pelican Trading is a trading name of London & Eastern LLP. London & Eastern LLP is authorised and regulated by the Financial Conduct Authority (FCA) in the UK, ref 534484. Registered address: 85 Great Portland Street, First Floor, London, W1 W7LT.

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## GLOBAL PRIME

Emira Capital Ltd uses Global Prime as its partnered broker. Global Prime is regulated in multiple jurisdictions and allows for algorithmic trading to take place in the market.

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## PERFORMANCE BASED

Emira Capital Ltd utilises a performance-dependent business model, meaning our operations are only as profitable as the systems we provide.

This complements our trust-based process, ensuring the utmost client confidence in our operations while offering only the finest trading strategies available.

# Portfolio Management

By ensuring risk management and diversification are foremost in discussions with our clientele, Emira Capital Ltd safeguards client funds and presents only the most trusted trading strategies. Our bespoke client consultation process allows our clients to hedge against the inherent risk in speculative investments.

As novel investment strategies and trading portfolios are opened under Emira Capital Ltd's general portfolio, suitable clientele will be elected access to these opportunities. Clients may select one or more of our investment offerings, to match their risk appetite, and to further diversify their investment portfolio.

All Emira Capital Ltd offerings are rigorously back-tested, providing our team with evidence-based assurances of a system's veracity, overall profitability, and long-term sustainability. Combined with several years of live testing data, these audits allow Emira Capital Ltd to provide exceptional trading systems.

Clients are at liberty to manage their portfolios directly through our regulated third-party broker or can liaise with a Emira Capital Ltd representative to discuss account decisions.

# Our Target Audience

Emira Capital operates a small-scale, dedicated business focussed on providing unique investment experiences to our clientele. To this end, the company's audience lies largely within high quality prospective clientele, ensuring our team selects quality investors, rather than a larger group of lower-income clientele.

Whilst this focus limits the amount of clientele Emira Capital is able to offer its services to, it increases the available resources our team can provide to our accepted clients, guaranteeing they receive a first-class service throughout their investment journey with us.

While Emira Capital is principally aimed at the individual investor, the company is concurrently well-placed to offer its services to institutional funds and family offices. By provision of our first-rate investment services and unfaltering guidance surrounding any regulatory and technological procedures, Emira Capital is pleased to assist all suitable funds in managing and growing their capital.

# Fees And Profit Share

As previously mentioned, Emira Capital Ltd's business model centres around client results and investment sustainability. Utilising a performance-based fee model allows our clients to accumulate more capital in their accounts and pay our team only when their money is truly working for them.

Emira Capital Ltd receives 30% of the profit generated.

Should a client's investment not obtain profitability, Emira Capital Ltd takes no fee.



# Trading Strategy Offering

## **NOVA**

### **STRATEGY DETAILS**

Designed with the diligent investor in mind, Nova offers a minimized exposure to risk. A minimum deposit of £2,000 paves the way for a yearly appreciation of +47%. Historically, its resilience is evident with a maximum drawdown of -1.4%.

### **KEY DATA**

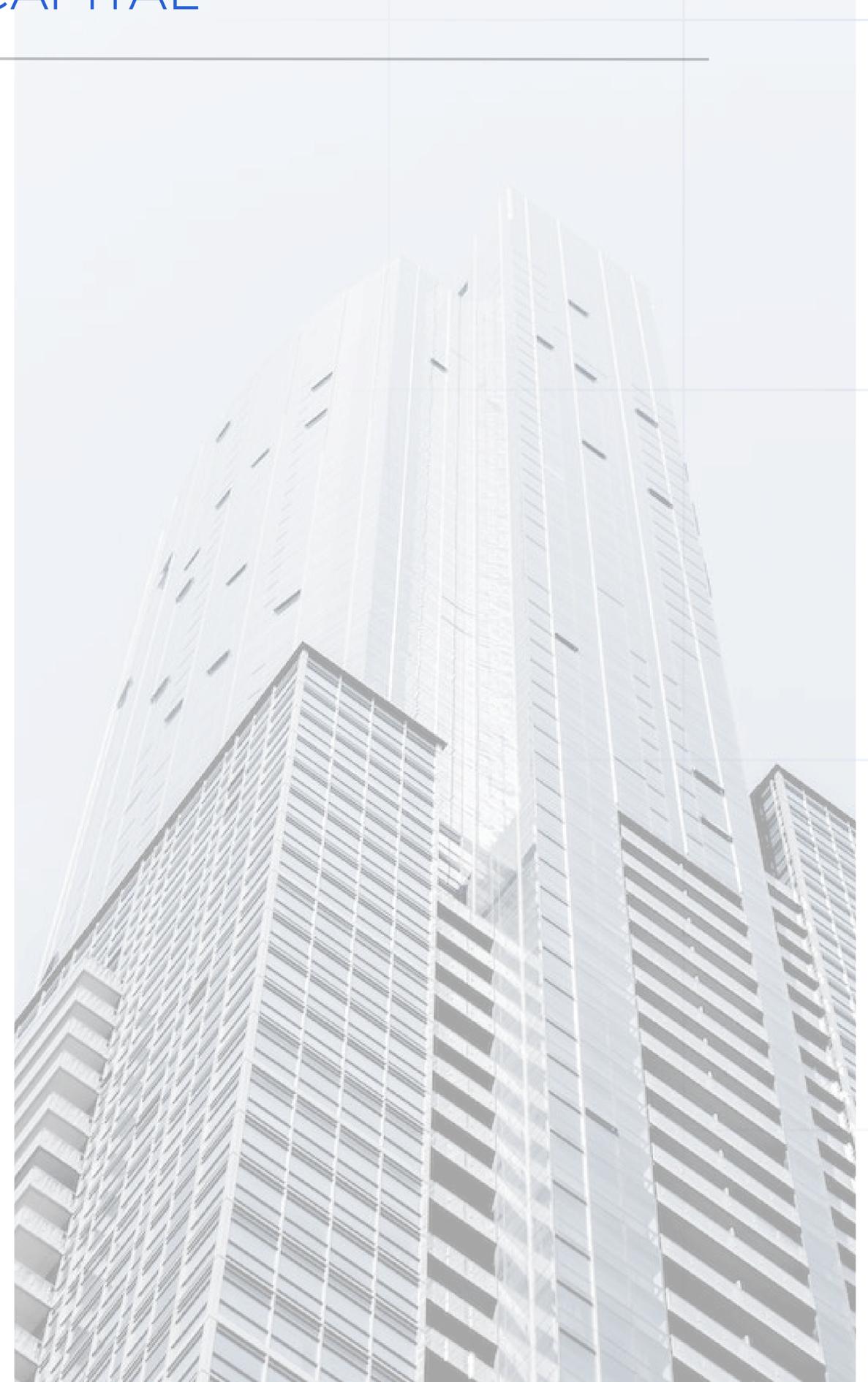
- Min. Deposit: £2,000
- Yearly Performance (APY): +47.13%
- Historical Max. drawdown: -1.37%

[VIEW DETAILS](#)

# Applications

By the nature of receiving this material, you have been pre-selected as a high-value potential client with Emira Capital. Our application process centres around establishing your investment needs and aspirations and subsequently matching them to any suitable available trading systems.

To begin the onboarding process, please contact us at the contact information listed on the following page.



# Thank You

We are appreciative of your attention and interest in our solutions.

We welcome any queries via the contact details provided below:



EMAIL

[admin@emiracapital.co.uk](mailto:admin@emiracapital.co.uk)



WEB

<https://www.emiracapital.co.uk>

Thank you for your time and consideration.

# Legal

For the avoidance of doubt Emira Capital is not independently regulated by the FCA. Emira Capital is a 'Strategy Provider' to Pelican Trading. Pelican Trading is a trading name of London & Eastern LLP. London & Eastern LLP is authorised and regulated by the Financial Conduct Authority in the UK, ref 534484. Registered address: 78 York Street, London, England, W1H 1DP

# Disclaimer

Trading carries a high level of risk to your capital and is not suitable for all investors. Please ensure you fully understand the risks and do not risk more than you would be willing to lose. Emira Capital Ltd does not accept clientele that do not fully understand the risk involved in trading. Please seek independent advice if necessary.

