



COMPANY PROFILE



LOYAL CAPITAL MANAGEMENT LTD



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INTRODUCTION

- ▶ Loyal Capital Management Limited is a leading financial services provider specialising in advisory in financial tools, trading and execution of the same financial tool which include Treasury bonds and bills, corporate bonds, commercial papers, stocks among others.

ABOUT US

- ▶ We pride ourselves in pioneering in efficiency, financial professionalism and a thorough understanding of Kenya financial market and economic parameters. We employ personalised, objective and responsive approach to help our clients to plan and gain financial freedom. Further, this enables us offer our clients an expansive and flexible wealth management options. We have tailor made financial investment tools with respect to client ability, needs and resources.

VISION AND MISSION STATEMENTS

► **Our Vision**

To be a **leading** and distinct investment partner and advisor in wealth creation in Kenya and across the globe.

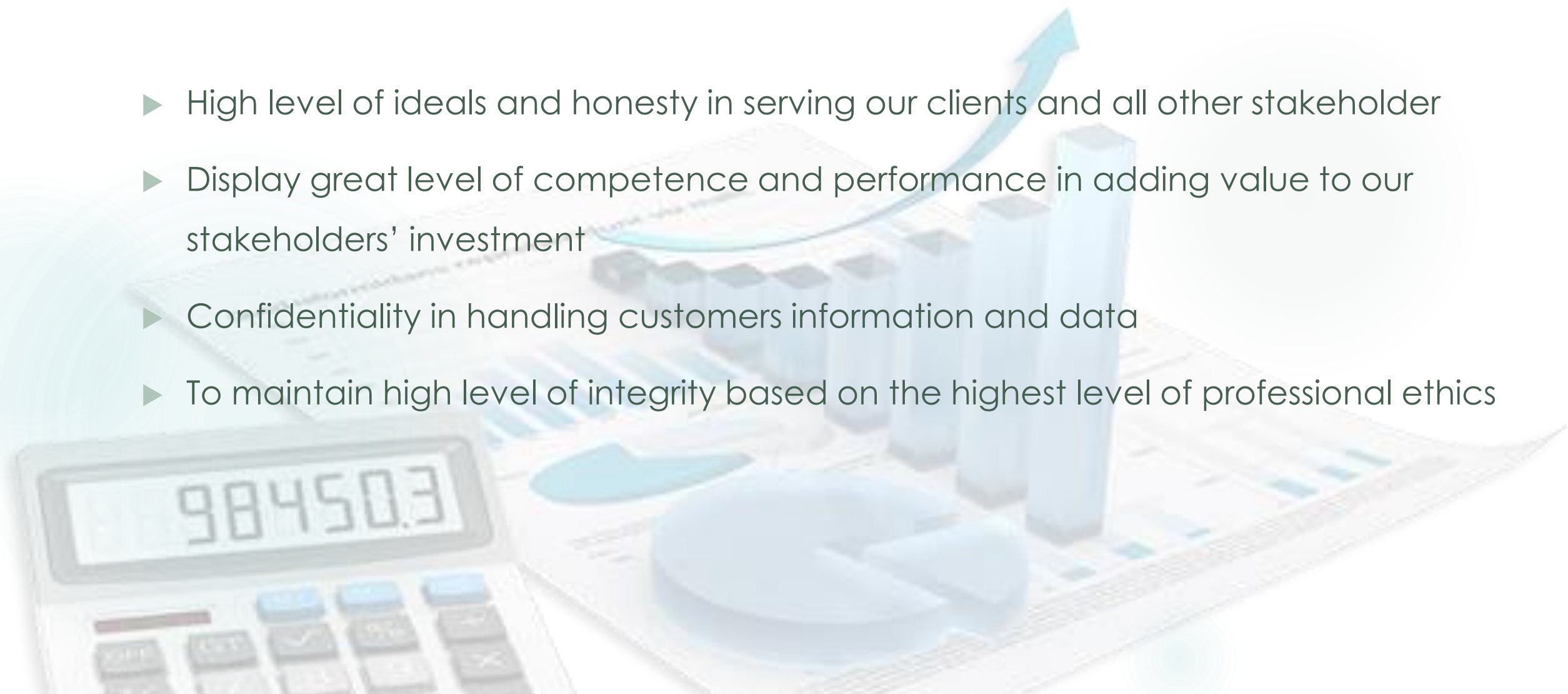
► **Our Mission**

We are dedicated to meeting the needs of investors, and this includes managing the risk associated with their investments.



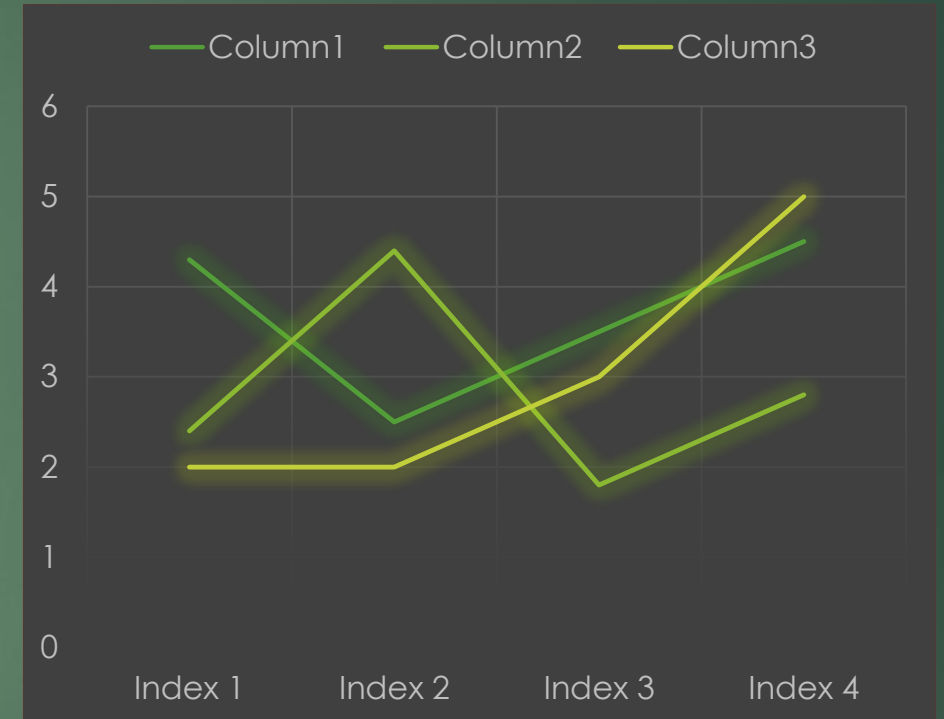
OUR CORE VALUES

- ▶ High level of ideals and honesty in serving our clients and all other stakeholder
- ▶ Display great level of competence and performance in adding value to our stakeholders' investment
- ▶ Confidentiality in handling customers information and data
- ▶ To maintain high level of integrity based on the highest level of professional ethics



WHAT WE DO

- ▶ Portfolio management
- ▶ Portfolio valuation
- ▶ Investment advisory services
- ▶ Training
- ▶ Trading in all listed securities, that is, treasury bonds, corporate bonds and stocks
- ▶ Portfolio rebalancing



We are guided by the 3 key pillar system

Maximize
Diversification

Minimize
Losses

Client
Confidentiality



WHY CHOOSE US



- ▶ Loyal Capital Management is a traditional company that embraces the values of honesty, integrity, trustworthiness and plain hard work. Yet, we are progressive and regularly harness the latest technologies and financial tools introduced in our financial market.
- ▶ We endeavour to keep up to date with global financial tools together with methodologies applied in pricing and price discovery. That does not mean the latest is the best, so we investigate the options thoroughly to deliver the most appropriate engineering solutions.
- ▶ We do not always tell you what you want to hear, but we do tell you the truth and strive to produce realistic, innovative and customised solutions to real financial challenges.

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- ▶ Loyal Capital Management has an extensive network of knowledge and expertise among its services by this we mean:
 - You get the best solution every time Loyal Capital Management works in collaboration with their clients to, deploy, operate, and improve on services that are essential to their businesses. In addition, the extent of product and service offerings makes us a valuable contributor in an industry where we are known for using both reliable solutions and new innovative methods depending on what suits our client's needs the best. We work hand in hand with Nairobi Securities Exchange, The Central Bank of Kenya, Licensed Stock Brokers, Licenced Banks, Pension Funds, Fund Managers, high net worth client just to mention a few.

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- b. Timely service delivery is of optimal value to us. In Fixed income trading, we take into account the time value of money as in passing of every minute, money is either gained or lost. We therefore put at the forefront confirmation and execution of our trades at the most ideal timing to minimise and cut out any mishaps that might cost our client either money or opportunity. This transforms trading from a mere overhead cost, albeit one that provides excellent services, into a strategic value-add for our clients. Loyal Capital Management is committed to meeting our client's needs as well as working within their budgetary parameters by providing the best opportunities in the industry. As a result, we are in a position to offer world-class solutions, complemented by on-going support, thereby ensuring our solutions and services are successfully implemented and managed for our clients.

OUR CONTACTS

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