

**Affinity**  
GROUP

OVER  
**£2 BILLION**  
ASSETS UNDER ADMINISTRATION

## WELCOME

On behalf of Affinity Group, I would like to say a personal thank you for your business.

I would also like to provide you with a personal guarantee - we will work our hardest to support you in any way we can. Whether that means providing you with guidance, connecting you to an expert in our network, or delivering our services to the highest standard possible.

We now see you as a partner, and it is our job to help you get where you want to be.

Best wishes

*Andy Morgan*

CEO  
Affinity Group

## WE ARE AFFINITY

We started our journey in the Isle of Man in 2004, managing luxury assets for clients requiring the highest standard of service.

We now administer clients in a variety of sectors from our offices in the Isle of Man, Malta and the Cayman Islands. We are a boutique company; large enough to have an international reach but small enough to provide an extremely personal and discreet service.

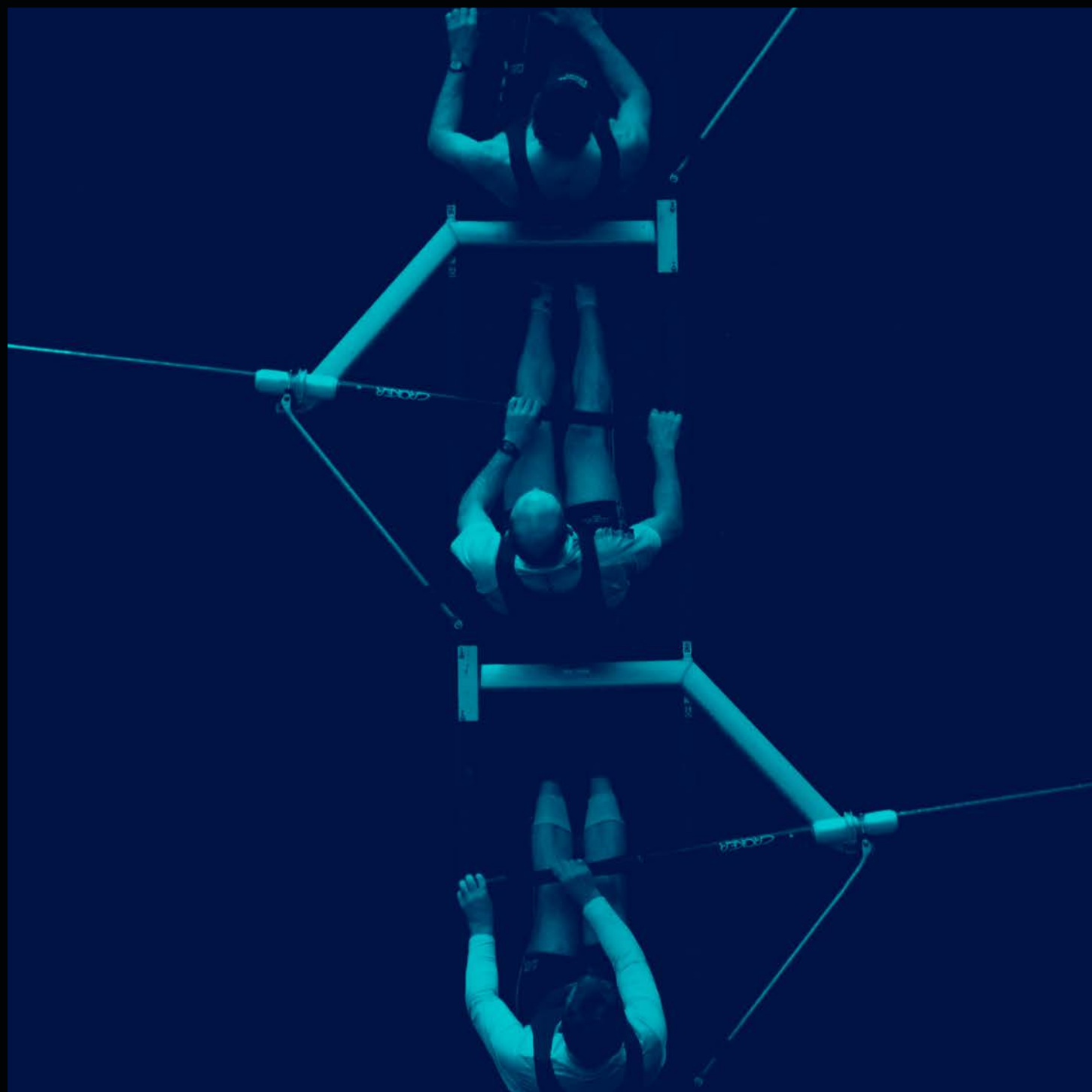
Our approach to business has remained consistent throughout our organic growth. We aim to deliver a level of service that is unrivalled, applying the philosophy that made us successful in managing luxury assets, to each of our sectors.



**Andy Morgan**  
Group CEO



**Alex Gardner**  
Group COO



## OUR VISION

To grow our business organically while continuing to provide the same personal, discreet service to our clients who rely on us for expert advice that spans sectors and jurisdictions.

## MISSION STATEMENT

We provide bespoke asset management services to our valued clients and build long-term relationships based on trust discretion and delivering results.

## OUR HERITAGE

Our heritage dates back to 2004, when we formed in the Isle of Man. Yachting was our sole focus, and we grew with the success of the Isle of Man's new superyacht register.

We quickly developed relationships with clients who demanded attention to detail and excellent service. Through meeting their expectations, we won and retained business. As a result, many from 2004 are still with us today.

We evolved as our client requirements changed and as opportunities opened in other jurisdictions. Our diversification has allowed us to further our relationships with many key clients, as we have worked together across several sectors, including aviation, corporate services, commercial and residential property, eGaming, fintech, and trusts.

In 2019, Affinity was acquired. A young and dynamic leadership team with a new vision surged innovation into the Group's brand, and harnessed a new strategy to push diversification and exploration into niche and emerging sectors. The result, a transition from the traditional, a contemporary brand reflecting our diverse offering; one that stands out in the luxury asset sector, yet fits in with our emerging sectors.

Our new leadership team has overseen a period of unprecedented growth. In 2020 we rebranded to Affinity Group, as we opened an office in the Cayman Islands. Yachting remains an integral part of what we do.







## THE PRESENT DAY

We manage a wide range of corporate and fiduciary clients in a variety of sectors, and hold a prestigious reputation as a leading Corporate Service Provider in yachting, eGaming and fintech.

We operate as a cohesive group, with a democratic approach to corporate governance and reporting in each of our jurisdictions; the Isle of Man, Malta and the Cayman Islands.

As our name suggests, Affinity provides a friendly and collaborative working environment. Shared objectives, trust and empowerment are key values in how we work together.

Our team has benefited from the consistent growth we have experienced since 2004, this has enabled us to broaden our scope of opportunities and reinforce our philosophy of going the extra mile for our partners and clients.

Together, we hold the knowledge, experience and a first-class network of business connections. We also have global ambitions and a strong team ethos, with friendships formed through our work which will last a lifetime.

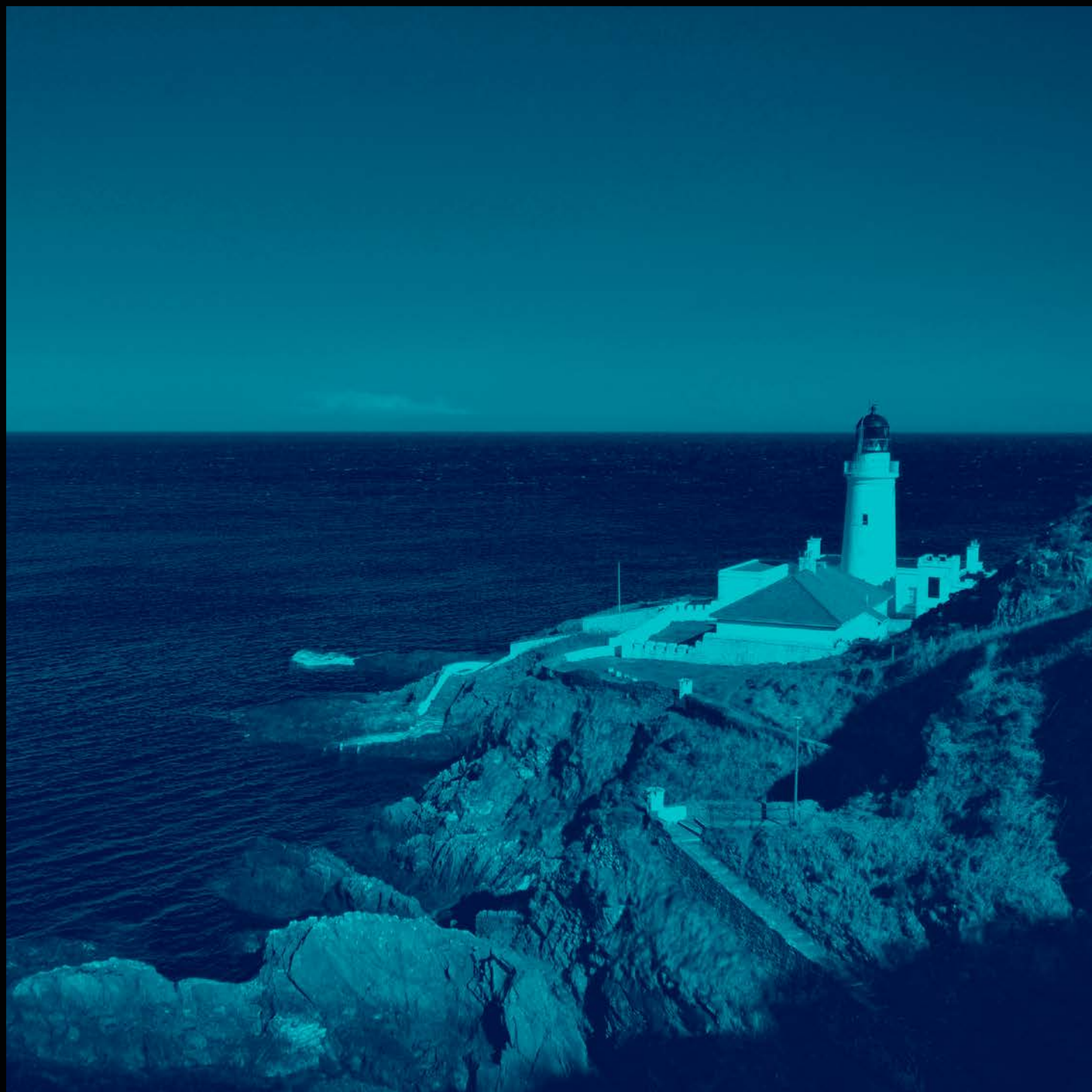
## OUR LEADERSHIP

Andy Morgan, Group CEO and Alex Gardner, COO have worked alongside one another for many years. Having initially worked in the CSP sector as administrators, their personal journeys of progression have mirrored the company's growth. In recent years they have both stepped into leadership roles and by applying their strategic vision it has been fundamental to the company's success.

Our performance in recent years has led us to achieve multiple awards across our sectors and we are humbled to have achieved Trust Company of the Year in the Citywealth International Financial Centre Awards in 2022.







## ISLE OF MAN

The Isle of Man is our home, and we are proud of our Manx heritage.

Having initially focused our services in the luxury asset sector, we now administer a diverse portfolio of clients in a variety of industries. We have an excellent relationship with the Isle of Man Government and various local service providers, lawyers and banks to ensure we deliver a seamless quality service.

## MALTA

We started our Maltese operation in 2011, and much like our Isle of Man office, we have used our organisation's strong reputation in maritime as the foundation to facilitate diversification into exciting new sectors.

Malta is a leading maritime jurisdiction. In recent years it has become the hub for the majority of our yachting transactions.







## CAYMAN ISLANDS

The Cayman Islands offers an exciting new jurisdiction for the Group.

Having structured transactions through Cayman throughout our history it was decided in 2020 this offering was strategically a good fit for the Group.

We are now able to offer a variety of products and services for clients looking to structure inside and outside of the European Union.

Much like the Isle of Man and Malta, Cayman offers a strong maritime hub but is also an ideal jurisdiction of a variety of wealth planning structures and opportunities.

## CORPORATE AND TRUST

We offer a choice of jurisdictions for the establishment of Companies, Foundations, Limited Partnerships and Trusts which can be used for a variety of purposes, such as holding Intellectual Property, Investments and Commercial Property. We have in-depth knowledge and many years of experience in implementing tailored solutions.

Our personal approach and willingness to understand the precise nature of every clients' requirements helps to develop bespoke solutions in a wide range of sectors.







## YACHTING

We have a large fleet of yachts under our administration and are widely regarded throughout the industry as one of the leading Corporate Service Providers in the yachting sector.

We act as a link for owners and captains to ensure that both are guided and supported through the many requirements, regulations and legislation associated with owning a private or commercial charter yacht. Our international scope opens access to many registration and ownership structures.

## AVIATION

We provide a range of aviation services, including tailored ownership structures to suit each clients' requirement, with optimum focus on innovative tax-efficient solutions whilst operating within the relevant rules and regulations.

Our dedicated team work closely with aircraft owners, operators, legal and tax advisers and aircraft registries. Our Malta office can also assist operators in obtaining their Air Operating Certificate ("AOC") in Malta.







## CANNABIS

In 2021, the Isle of Man introduced legislation for the cultivation, production, manufacturing, importation, and exportation of Cannabis under an issued Isle of Man licence. Our expertise in the cannabis sector is supported by our understanding of the licencing framework, regulatory regime and existing relationship with the GSC in eGaming.

Our bespoke service includes consultancy, strategy, business plan assistance, licence and government grant application, and company incorporation.

## FAMILY OFFICE SERVICES

Our personal approach is ideally suited to the provision of family office services and over the years we have helped several families achieve their personal and financial goals.

High net worth individuals expect a superior level of service, and suitably knowledgeable and experienced staff who fully understand challenges of managing wealth. Our approach of going the extra mile to achieve results for our clients, in addition to our friendly nature and ability to find pragmatic solutions, sets our service apart.

Our proven track record for managing wealth and luxury assets makes Affinity a leading service provider in this area. Our network of professional advisors both locally and internationally enables us to offer a personal service but with an international reach.







## eGAMING

We have the skills and expertise to manage a wide range of eGaming clients and provide expert advice and support for the licence application and approval process to find the most effective solution. We also provide introductions to local service providers and guidance through Government grant and licence applications through a variety of jurisdictions.

## **FINTECH, E-COMMERCE & BLOCKCHAIN**

As a regulated Corporate Service Provider, we are well equipped to assist both start-ups and established fintech businesses, ensuring full compliance with the relevant regulation in the Cayman Islands, Isle of Man and Malta.

We have built a leading reputation in the fintech sector by working cohesively with the Isle of Man Government's Department for Enterprise, and more recently, Blockchain Isle of Man, with this we have led innovative developments in the sector on the Isle of Man.







## RESIDENCY AND IMMIGRATION

Malta offers attractive residency and immigration programmes.

We assist clients with the application process and with ongoing compliance, with our extensive experience you can be assured that our dedicated team, whether it is personal or business relocation, will provide a tailored and highly professional service to suit your requirements.

## ESPORTS

We hold an authentic approach to the esports sector and can provide a wide range of services in bespoke structuring. We are well equipped to assist with players, org owners, tournament operators, existing companies and start-ups.

Our dedicated team can offer consultancy services, Directorship services, Company incorporation and administration.







## COMMERCIAL PROPERTY

We assist clients with establishing commercial property structures and provide guidance in respect of VAT planning across jurisdictions. We provide assistance with the registration of mortgages and liaise with banks and advisors in relation to financing the property, in addition to legal advisors and brokers in respect of purchase and sale. Our comprehensive service involves the on-going administration of ownership structure.

## Companies

We offer a choice of jurisdictions for the establishment of Companies and Limited Partnerships.

We take care of the management and administration of structures, providing a comprehensive and bespoke service to meet individual client needs. We offer high standards of corporate governance, an excellent team of experienced and technically capable staff, cost effective administration, extensive network of professional intermediaries and a flexible, multi-jurisdictional service.







## ESCROW SERVICES

We make sure your funds are protected for your large acquisitions, mergers and ventures. We are trusted by banks, insurance companies and private equity companies for our secure, efficient and cost-effective service.

The provision of Escrow services is an ideal fit with our sectors. In particular, we have a proven track record for administering luxury assets.

## WHY AFFINITY?

We believe our personal approach and friendly team attitude sets us apart. We invest in our client relationships which are based on trust and discretion to fully understand their individual aims and long-term goals.

We pride ourselves on our knowledge of the industries we service, our high standards of confidentiality and risk management skills, which offer our clients and our intermediaries peace of mind.

## TALK TO US

We are ready to support you with your requirements. Please get in touch if you would like advice or to speak to one of our experts.

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**THANK YOU FOR  
CHOOSING AFFINITY**



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