KNIGHTSBRIDGE ADVISORS

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INFORMATION BOOKLET

KNIGHTSBRIDGE ADVISORS

QUICK INTRO

We are providing you with this information to assist you in answering a simple question: *Do I want to do business with Knightsbridge Advisors or not?* We DO NOT believe in trying to convince you to do business with us. This is not our intention. We sincerely want you to make that particular decision on your own in a rational and unbiased manner. Thereafter, if you decide to do business with us, you have our commitment to help you make the right investment decisions. We hope that reading this information will provide you with insights on how you and your family can benefit by doing business with us.

While we do understand that perhaps this is not the first time you receive information of this nature, we do hope that it is the first time for you to discover something different and of actual interest and relevance to you. We do not offer empty promises or guarantees. We speak a very simple language that is not reliant on complicated jargon that can only confound and muddle the issues at stake. We are circumspect realists who work and live in the exact economic climate you are experiencing. We endeavor to protect our clients interests at all times.

This E-book contains information on our services as well as the selection criteria embedded in our investment philosophy. It provides insights on how we manage investments that may resonate with your own philosophy. While we do not claim to be a world leader, we are dedicated and committed to addressing the individual needs and concerns of all our clients and act accordingly.

Inasmuch as Knightsbridge Advisors is committed to transparency in its dealings, we will answer your question before you ask it: We hope that sending you the facts about us will help you consider the prospect of becoming our client.

OUR DEFINITION OF INVESTMENT

An investment is the act of putting money into stocks, managed funds, commodities, bonds and other financial instruments with the intent of generating a profit in the form of interest income, dividends or an appreciation in the price of the financial instruments. We endeavor to find the right investments at the right time for a specific client. Each and every investment opportunity is evaluated based on its own merits.

We constantly endeavor to find investment opportunities tailor-fitted to our individual clients. We examine your criteria before offering you opportunities and we listen before we take action. After all, our greatest asset is the personalized service we provide to our clients.

Now that you have a better understanding of our ethos and objectives, we invite you to read the remainder of this e-book. We hope you find it worthwhile.

"We build long-term relationships. We build your wealth."

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INVESTING IN TIMES OF CRISIS

The Chinese word for **crisis** (危机) is a combination of two words: (危) **danger**, and (机) **opportunity**.

At Knightsbridge Advisors, this serves as the pillar of our philosophy. We have developed the expertise to steer away from dangerous investments and exploit rare opportunities overlooked by the market at large.

The biggest mistake novice investors make during times of crisis is to flee to the perceived safety of keeping money in the bank. They miss out on tremendous opportunities to improve their financial wealth. Knowledgeable investors know that times of crisis are the best times to invest because it is during these turbulent times that most financial instruments can be bought at significantly cheap prices and allow for spectacular gains over the long term.

We are in a position to provide investors with expertise in constructing a diversified portfolio customized to our clients' unique risk profiles and objectives. It is for this reason that our company understands the importance and benefits of a diversified offering to clients. To date, we provide investment opportunities in three asset classes: equities, private equity and precious metals.

EQUITIES, PRIVATE EQUITY & PRECIOUS METALS

EQUITIES

The most common misconception people have about the stock market is that it should be avoided when times are difficult. The truth of the matter is that this is precisely the best time to invest in this vast supermarket of companies. Knightsbridge Advisors has the expertise to find the proverbial "diamond in the rough" that will provide sound long-term risk-adjusted returns to our clients who understand that our rigorous approach with a thorough grounding in the fundamentals that have withstood the test of time is actually the optimal way to invest in equities. The company has the ability to evaluate such investments on a global scale.

PRIVATE EQUITY

This is an investment vehicle for sophisticated investors whose risk appetite is greater than the conventional investor. Inasmuch as all private equity transactions have a low level of liquidity compared to investing in publicly-listed companies, this is a suitable investment class for investors who have a very long term approach. The gains that can be made from these investments potentially surpass the gains from investing in the stock market.

PRECIOUS METALS

In these turbulent times, simply keeping money in the bank and earning infinitesimally low interest is actually very disadvantageous. The notion that infinitesimal interest earned by locked in money for anywhere from months to years is actually a penalty on people who save because of inflation. The pronounced and steady erosion in the purchasing power of money is all but certain during these times when printing money is the norm. Precious metals such as gold and silver are appropriate investments during such times because their prices adjust with the level of inflation. They provide knowledgeable investors with the perfect opportunity to protect the value of their money. Such holdings should be part of any prudent investor's portfolio.

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ANNUAL fee ONLY, that's it!

We don't charge any commission, meaning that we are fee-only. Our vision is to put the client first, and no matter how many trades you make in a year, the fee will always be the same.

RELAX, we've got it ALL COVERED.

Our team of professionals possess over 200 years combined of experience in the different fields of investments. We have in-house tax resources, asset management and planning services. Let us take care of your money and achieve your objectives. Just sit down, relax and enjoy some leisure time while we make your capital grow.

Why want, when YOU CAN HAVE!

We have a team of dedicated advisors supported by a strong research department. We value long-term relationships and take the time to become comfortable with our prospects who later become clients. We exercise diligence and adopt a rigorous approach rooted in principles which have withstood the test of time in our research on investment opportunities across all asset classes we cover. We offer complete, no-nonsense advisory and management services that bring our clients the potential benefits of financially viable investments, tax incentives and cost efficiencies.

	ADVISORS	BROKERS
Have a fiduciary duty to act in the best interests of their clients at all times.	✓	✗
Cannot trade with their clients as principal except in extremely limited circumstances. Cannot earn significant undisclosed profits by trading as principal with their customers.	✓	✗
Only charge clients a fee negotiated in advance and cannot earn profits from their clients without the client's prior consent. Paid an asset based-fee, so interests are aligned with clients.	✓	✗
Manage money in the best interests of the client. Do not engage in other business activities like investment banking or underwriting.	✓	✗

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Ever heard of OFFSHORE BANKING? Well, WE offer it!

An offshore bank is a bank located outside the country of residence of the depositor, typically in a low tax jurisdiction that provides lots of financial and legal **ADVANTAGES**.

PRIVACY

Full disclosure is required by bankers when an individual deposits money in a Swiss bank account. Confidentiality is sacrosanct in Swiss banking. Employees of Swiss banks are neither allowed to disclose any information about depositors nor the existence of such accounts without the depositor's explicit consent. The high level of confidentiality between a Swiss bank and a depositor is comparable to that between a patient and a doctor where information is always held private.

LOW RISK

The Swiss banking system holds the global standard in risk management. Capitalization requirements and compliance to risk management policies are rigorously enforced. There is virtually no risk attached with money deposited in Swiss bank accounts. The funds are readily available upon demand with no questions asked.

CURRENCY

In terms of a currency's stability and preservation of value, the Swiss Franc is considered second to none. It has historically been backed by gold which has historically amounted to 40% of total reserves held in the Swiss National Bank. Switzerland's economy has always been a beacon of stability in a volatile world. It is robust and has very low levels of both private and public debt. The country is the second-oldest politically neutral country and has not been involved in any foreign war since the Treaty of Paris in 1815 confirmed Switzerland's neutrality.

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RIGHT STRATEGY

A good balance between Fundamental & Technical analysis

RIGHT TIMING

The right timing is the essence of this business

VALUE-ADDED TO CUSTOMERS

We are:	We are NOT:
We are based in Switzerland and are licensed, regulated and governed by the Swiss Financial Authorities.	We are NOT a multinational conglomerate.
We perform full advisory service. We buy, monitor and sell.	We do NOT think investment can be made simple.
As our client, your criteria and objectives will always be our priority, therefore, we listen to your need.	We do NOT promise to make you rich overnight.
We pride ourselves in being honest and realistic with our advice to you.	We cannot and will NOT guarantee you success.
We allow you to test our performance and experience our service with an amount comfortable to you at the beginning of our relationship.	We are NOT located in your jurisdiction.
We aim to keep you as a long-term client. We aim to achieve this by forging a mutually beneficial relationship.	We do NOT treat you just as an account number, and we do NOT ask to manage all of your assets at the start.

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