



We are a global systematic investment manager

We are an international financial company engaged in investment activities, which are related to trading on financial markets and cryptocurrency exchanges performed by qualified professional traders. Our goal is to provide our investors with a reliable source of high income, while minimizing any possible risks and offering a high-quality service, allowing us to automate and simplify the relations between the investors and the trustees. We work towards increasing your profit margin by profitable investment.

With a robust infrastructure and talented investment professionals, zohatrades.net offers clients the scale of a large asset management firm, with the benefits of a versatile investment platform – flexibility and customization. Our firm is able to offer institutional and retail investors the essential building blocks for today's changing investment landscape.

Our Purpose

This means supporting our colleagues, customers and clients, and the communities and environment in which they operate, for the benefit of all our stakeholders. It means helping people and businesses unlock their potential and plan for the future with confidence, building relationships that stand the test of time. And it means that we continue to be there for the long-term, whatever the climate, making decisions that are right for today and for generations to come.

To achieve this, our long-term strategic approach place exceptional service at the heart of everything we do. Each of our diverse, specialist businesses have a deep industry knowledge, so they can understand the challenges and opportunities that our customers and clients face. We support the unique needs of our customers and clients to ensure that they thrive, rather than simply survive, whatever the market conditions.



We believe in putting our customers and clients first. Our cultural attributes bring out the very best of our people, skills and strong reputation that we have built with our stakeholders over many years. A combination of expertise, service and relationships with teamwork, integrity and prudence underpins our approach and gives us the tools to thrive over the long term.

And we recognise that to help the people and businesses of Britain thrive, we also have a responsibility to help address the social, economic and environmental challenges facing our business, employees and clients, now and into the future.

We are crafting your unique business consulting ideas.

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Launched in 2013, the trust was the world's oldest collective investment fund. A lot has happened in the world over the last 150 years. And investment opportunities have changed, too. A glance at the companies that the trust invests in today shows how the financial landscape has transformed over the years. Alongside giants like BP and Unilever sit powerful newcomers like Amazon, Netflix and Facebook, and rising star companies in developing markets.



Responsible Investing at [zohatrades.net](https://www.zohatrades.net)

We have always believed that we can make a difference in the world through our investments.

As a signatory to the United Nations Principles for Responsible Investment (UN PRI), we are committed to the aspirational principles for incorporating ESG considerations into our investment approach.

Our principles and ambitions

We Approach Sustainability From Three Perspectives: An Asset Owner, An Asset Manager, And As A Company In Our Own Right

While our responsibilities and obligations in each of these three roles may differ, as we discuss below, our approach in all three is united by a common set of principles and ambitions, set out in the box at the bottom of the page.

We serve as an asset owner on behalf of Prudential With-Profits policyholders, and our pensions and annuity customers. This means we make decisions about how to allocate money to different asset classes and which asset manager should manage our money.

We also have the important responsibility of deciding the financial outcomes we want our asset managers to deliver for us, and the sustainability considerations we require them to apply.



For example, if we think that a certain industry does not have a sustainable future, we may require that the asset manager does not invest in that industry. Our responsibility as an asset owner is to create the best customer outcome in terms of general well-being in line with our fiduciary duty, taking into consideration financial security. We also invest as an asset manager on behalf of individual savers and asset owner clients. As at 31 December 2020, we manage over £233.4 billion for external clients and £133.8 billion on behalf of our internal client.

As an asset manager, we must aim to deliver the financial outcomes and any sustainability requirements set out in the objectives of each of our mutual funds, or in the mandates we receive from institutional clients. Sometimes there may be differences in the sustainability criteria that external clients mandate, and in turn these may differ from the requirements of our internal client. While our values of care and integrity inform all our sustainability work, the asset manager and asset owner are separately regulated businesses with independent Boards and governance processes, and their policies may diverge on occasion.



We Manage Financial Services for Your Organization.

Asset Management

We create customized, integrated investment solutions to meet the unique needs of insurers and pension plans.

Institutional Management

When you select zohatrades.net to manage institutional assets, you will discover why we've earned the reputation for solid performance and equally solid relationships.

Wealth Management

At zohatrades.net, we understand that your financial goals are as unique as you are. Therefore, we believe in creating a personalized wealth management strategy that is tailored specifically to your needs and aspirations. Our approach is centered around understanding your financial objectives, risk tolerance, and investment preferences. We then leverage this understanding to design a wealth management plan that aligns with your financial goals, helping you navigate the complexities of the financial world.



FILE COPY



**CERTIFICATE OF INCORPORATION
OF A
PRIVATE LIMITED COMPANY**

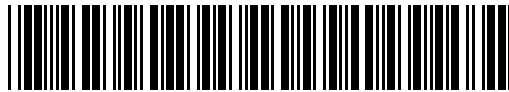
Company Number **14815868**

The Registrar of Companies for England and Wales, hereby certifies that

ZOHA HOLDINGS LIMITED

is this day incorporated under the Companies Act 2006 as a private company, that the company is limited by shares, and the situation of its registered office is in England and Wales

Given at Companies House, Cardiff, on **19th April 2023**



N14815868S



Companies House



The above information was communicated by electronic means and authenticated by the Registrar of Companies under section 1115 of the Companies Act 2006

Our Values

At The Heart Of Our Business Are Our Partners: The Entrepreneurs And Management Teams We Back; The Investors In Our Funds; The Advisers And Intermediaries We Work With; And The Banks And Other Lending Institutions To Our Deals.

Highly Ambitious

We strive to build world-class businesses to generate superior returns for our partners.

Winning

We are here to win. We are constantly improving, and are committed to out-thinking and out-executing our competitors. We take on what others dismiss as impossible, and solve the hard problems that others walk away from. This is why we hire the best.

Integrity

We do things the right way, without compromise, the first time - every time. We are direct, decisive and, above all, accountable. We practice sound judgment and common sense in our actions that conforms to the letter and spirit of the law at all times. We win on the merits, with integrity.

Learning

We are driven by a thirst for knowledge. We are constantly learning - from each other and from inspired thinkers around the world. We passionately pursue new ideas, new innovations and new strategies that will strengthen our competitive advantage.

Our Investment Plans Zohatrades.Net

Gives Investors The Opportunity To Choose From A Variety Of Investment Packages And Earn Every Week.

STARTER PLAN



12%

After 3 Days

Contract Life: 3 days

Referral Bonus: 10%

\$100

Minimum

\$4,999

Maximum

PREMIUM PLAN



30%

After 6 Days

Contract Life: 6 Days

Referral Bonus: 10%

\$5,000

Minimum

\$19,999

Maximum

VIP/GOLDEN PLAN



60%

After 12 Days

Contract Life: 12 Days

Referral Bonus: 10%

\$20,000

Minimum

\$unlimited

Maximum

MORE ON US

We work with you to build, grow and accelerate brand

Our advisors connect your finances to what you want out of life and create a plan designed to make it happen, revealing possibilities while protecting you from the unexpected—today and every day after.

Our growth in becoming one of the largest alternative investment managers is aligned with this vision and is a testament to our shared values, experienced management team, and focus on performance and high-quality investor base, which includes large asset management , trading , Infrastructures, sovereign wealth funds and financial planning.

- A strategic mix of insurance and investments working together for your goals.
- Your go-to financial expert who helps keep your big picture, and dreams, in focus.
- A personalized plan that brings all aspects of your financial life together.



Investor Relations

zohatrades.net provides advanced investment strategies and wealth management solutions to forward-thinking investors around the world. Through its distinct investment brands zohatrades.net Management, we offers a diversity of investment approaches, encompassing bottom-up fundamental active management, Responsible Investing, systematic investing and customized implementation of client-specified portfolio exposures. Exemplary service, timely innovation and attractive returns across market cycles have been hallmarks of zohatrades.net since the origin.

Our Diversity & Inclusion Strategy

At zohatrades.net, we want every person to have the opportunity to succeed based on merit, regardless of race, color, religion, creed, ancestry, national origin, sex, age, disability, marital status, citizenship status, sexual orientation, gender identity expression, military or veteran status, or any other criterion. Why is this so important? To us, diverse and inclusive teams enriched with people of distinctive backgrounds make us better. They help us generate better ideas, reach more balanced decisions, engage our communities and help our clients achieve better outcomes.

Investment Philosophy

zohatrades.net differentiated credit-focused franchise combines relative value trading with a deep understanding of fundamental credit investing and legal and structuring expertise. With an emphasis on risk management, zohatrades.net opportunistically invests across the capital structure in less efficient segments of the market with the goal of generating consistent, alpha-driven returns across market cycles.



OUR APPROACH TO ASSET MANAGEMENT

Different goals require different approaches.

At zohatrades.net we recognize that each investor is unique. That's why we take a personalized approach to developing an asset management strategy by selecting investment portfolios that closely match your goals, tolerance for risk, and expectation for returns.

Responsible Investing

zohatrades.net Partners is committed to conducting business in a safe, responsible, and ethical manner. These principals guide our decision-making throughout the investment lifecycle.

From the onset of the investment process, we pursue ideas inspired by environmental, social, and governance ('ESG') issues and participate in industries engaged with these themes. All companies in which we invest are first vetted by our professionals, who work closely with expert advisors, to identify and mitigate potential ESG conflicts. Our ESG due diligence program requires an assessment of ten key ESG areas which may impact the current or future performance of a company. One Equity Partners will forego any investment that fails to meet its ESG standards.

Once invested, One Equity Partners reviews and monitors all its portfolio companies to ensure they adhere to its ESG policy, which is periodically reviewed to incorporate best practices as risks evolve. This process allows One Equity Partners to quickly detect and preempt or manage any difficulties that may arise during the investment period.

As investments mature, One Equity Partners seeks to continually improve upon ESG reviews and recommendations, and, together with management, works to ensure that ESG issues are prioritized through to and beyond exit.

OUR ASSET MANAGEMENT SOLUTIONS

Professionally managed investment portfolios

Time is a precious commodity. Researching investments in ever-changing markets and handling investment transactions are more than most people have time for. zohatrades.net's Asset Management Solutions program allows you to delegate the daily management of your assets and invest with confidence, knowing that your portfolio is in the hands of experienced professionals.



Wealth Planning

A solid Wealth Plan ensures you have a financial strategy that supports your aspirations. Once we understand your lifestyle goals, we look at the current path of your finances to ensure that you are on track to meet them through retirement and beyond.

How We Work

Outstanding team

zohatrades.net is a tightly knit group working together with management teams toward common goals. We have more than 70 investment professionals, including 24 partners with an average tenure at zohatrades.net of more than a decade. This allows us to devote substantial time to the companies in which we invest.

Collaborative style

Our objective is to work with portfolio company leadership and create a backdrop in which companies can thrive. We encourage management teams to invest alongside us, and our forward-thinking approach and philosophy to leave companies better than when we found them also means that portfolio company employees often choose to invest alongside zohatrades.net as well.



Alignment of interest

We believe that people thrive when they are working toward a common and focused goal. We are proud of our transparency and alignment of interest with our portfolio companies and investors. We believe our focus and significant skin in the game allows us to build true, successful partnerships.

Active Management Across Asset Classes

zohatrades.net offers regional and global high-active-share equities, fixed income across the yield curve, liquidity solutions backed by four decades of experience as a core capability and, in private markets, real estate, infrastructure, private equity and private debt. Beyond investment management, zohatrades.net provides engagement in equity and bond markets, proxy voting and policy advocacy.

Risk management at the center

We seek to manage risk in order to capitalize on opportunities and improve our performance. Disciplined risk estimation and management are deeply integrated components of the investment process across each one of our strategies.

We believe a well-constructed portfolio upfront will outperform in good markets and protect our client's capital in difficult markets. For this reason, zohatrades.net has spent over a quarter of a century establishing risk management as a core discipline. This approach begins with a dedicated governance group that oversees risk management. An emphasis on liquid markets, proprietary risk models and a diversified funding structure seeks to further strengthen our approach.

The zohatrades.net prime way

A dedicated risk management team

Operating independently of the investment businesses, and reporting to the CEO, the Portfolio Construction and Risk Group (PCG) guides the allocation of risk capital. It is supported by a dedicated R&D team to create custom tools and technologies.

The Risk Management Center

zohatrades.net Risk Management Center provides a comprehensive view of the various investment portfolios and how they fit within pre-established guidelines. Built in 2014, its front-end consists of a 27' by 8' interactive touchscreen designed to visualize data in ways that allow for rapid comprehension. Its back-end systems, which connect to every zohatrades.net office worldwide, continuously run a wide range of operational readiness, risk, and stress test monitors.



Run rigorous processes

In pre-trade discussions, the Portfolio Construction and Risk group works to identify the impact of potential trades on a portfolio's risk and stress exposures. In the ex-post analysis, the group evaluates the skill, infrastructure, investment universe, risk and working capital utilization of each business, and uses this information as a part of the risk capital allocation process.

Reinforce the culture

A solid framework is important, but successful risk management can only be accomplished when it becomes a central part of the portfolio manager's analysis of potential trades and portfolio construction. Continuous communication and collaboration with the investment teams, combined with an in-depth understanding of the portfolios, play a critical role in maintaining and strengthening our risk culture.