

# EBC Financial Group Expands Asset Management Capabilities with Second Australian Financial Services Licence

*EBC secures its second AFSL, expanding global asset management services for HNWIs and institutions, with plans for custodial and family office services.*

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[/EINPresswire.com/](https://EINPresswire.com/) -- In a significant move toward expanding its global asset management footprint, [EBC Financial Group \(EBC\)](#) has successfully obtained an Australian Financial Services Licence (AFSL) for Asset Management from the Australian Securities & Investments Commission (ASIC). This acquisition strengthens EBC's ability to provide sophisticated investment solutions to institutional investors, professional investors, and high-net-worth individuals (HNWIs) worldwide. By securing the AFSL, EBC is not only deepening its presence in Australia but also enhancing its capacity to serve clients across global markets, aligning with its broader strategy to offer diversified and regulated asset management services on a global scale.

The new licence, issued to EBC Asset Management Pty Ltd, strengthens the group's existing offerings. It complements EBC's existing AFSL for General Financial Advice, enhancing the group's ability to deliver a comprehensive range of investment strategies across asset classes such as real estate, fixed income, equities, and alternative investments, including private equity and venture capital funds. This marks a key milestone in EBC's continued effort to expand its global financial ecosystem.

Global Strategy: Addressing an Evolving Investment Landscape

As global economic uncertainties and market volatility increase, more HNWIs and institutional investors are seeking stable asset management solutions. EBC's acquisition of the AFSL for Asset



EBC Financial Group expands with a new Australian Financial Services Licence, strengthening its global asset management capabilities for institutional and high-net-worth clients

Management is a strategic response to these changing dynamics, enabling the company to offer flexible investment options and enhanced market access. By securing this licence, EBC is well-positioned to address the growing demand for reliable, diversified investment strategies, not just in Australia but across global markets, ensuring clients worldwide can benefit from EBC's expertise in regulated and transparent environments like Australia's.

Previously, under the AFSL for General Financial Advice, EBC provided a wide range of financial products and services to both retail and wholesale clients. The new licence empowers EBC to offer specialised services exclusively for wholesale clients globally. These services include general financial product advice on managed investment plans (excluding investor-directed portfolio services) and securities. Additionally, EBC is now authorised to facilitate financial product transactions, including issuing, applying for, acquiring, varying, or disposing of interests in managed investment schemes and securities. This also extends to offering custodial services that provide enhanced protection and transparency for client assets.

Kris Wang, Country Head of EBC Financial Group in Australia, stated, "The acquisition of this licence reflects our commitment to maintaining the highest regulatory standards while broadening our asset management capabilities. We are dedicated to delivering a diversified and robust investment portfolio designed to meet the varied requirements of high-net-worth individuals and institutional investors."

#### Strategic Expansion into Australia's High-Net-Worth Market

Australia is home to a substantial number of HNWIs, with approximately 400,000 individuals whose assets exceed USD 1 million. By obtaining the AFSL for Asset Management, EBC is positioned to capitalise on this market, offering investment strategies that cater specifically to the wealth management needs of Australia's growing high-net-worth population, including family office solutions and international investment products. EBC's global experience will also help clients navigate regulatory complexities and optimise cross-border investments.

"We see immense potential in Australia's growing high-net-worth segment," added Wang. "Our goal is to leverage our global expertise to help investors optimise their portfolios through diversified and innovative investment strategies. We also plan to expand our services to include family office management and other global investment products in the near future."

#### Custody and Family Office Services: Core to Future Growth

Custody services, which are a core component of EBC's long-term strategy, are a vital addition to EBC's Australian service offerings. Through custodial services, EBC ensures the segregation of client funds, enhancing asset transparency and compliance. EBC's planned family office services will offer bespoke wealth management support to HNWIs and institutional clients, addressing complex cross-asset and cross-border wealth management needs, including tax optimisation and wealth inheritance, further strengthening EBC's ability to serve clients worldwide.

With the new asset management licence, EBC Financial Group continues to solidify its global presence, offering premium financial services to wholesale clients in both developed and emerging markets. This strategic move aligns with EBC's broader mission of delivering sophisticated investment solutions that meet the evolving demands of investors worldwide.

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## About EBC Financial Group

Founded in the esteemed financial district of London, EBC Financial Group (EBC) is renowned for its comprehensive suite of services that includes financial brokerage, asset management, and comprehensive investment solutions. EBC has quickly established its position as a global brokerage firm, with an extensive presence in key financial hubs such as London, Hong Kong, Tokyo, Singapore, Sydney, the Cayman Islands, and across emerging markets in Latin America, Southeast Asia, Africa, and India. EBC caters to a diverse clientele of retail, professional, and institutional investors worldwide.

Recognised by multiple awards, EBC prides itself on adhering to the leading levels of ethical standards and international regulation. EBC Financial Group's subsidiaries are regulated and licensed in their local jurisdictions. EBC Financial Group (UK) Limited is regulated by the UK's Financial Conduct Authority (FCA), EBC Financial Group (Cayman) Limited is regulated by the Cayman Islands Monetary Authority (CIMA), EBC Financial Group (Australia) Pty Ltd, and EBC Asset Management Pty Ltd are regulated by Australia's Securities and Investments Commission (ASIC).

At the core of EBC Group are seasoned professionals with over 30 years of profound experience in major financial institutions, having adeptly navigated through significant economic cycles from the Plaza Accord to the 2015 Swiss franc crisis. EBC champions a culture where integrity, respect, and client asset security are paramount, ensuring that every investor engagement is treated with the utmost seriousness it deserves.

EBC is the Official Foreign Exchange Partner of FC Barcelona, offering specialised services in regions such as Asia, LATAM, the Middle East, Africa, and Oceania. EBC is also a partner of United to Beat Malaria, a campaign of the United Nations Foundation, aiming to improve global health outcomes. Starting February 2024, EBC supports the 'What Economists Really Do' public engagement series by Oxford University's Department of Economics, demystifying economics, and its application to major societal challenges to enhance public understanding and dialogue.

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