

Samuel Freshfields Enters New Partnership with a Middle-Market Regional Player

The firm is looking to increase its service capabilities through partnerships and collaborations



Hong Kong, Hong Kong S.A.R. Apr 13, 2022 ([Issuewire.com](https://www.issuewire.com)) - Samuel-Freshfields.com, a next-generation investment company that aims to give its clients access to a broad range of financial instruments, promoting the highest standards of integrity, responsibility, and competence with the aim to produce a highly personalized counseling process, is pleased to announce that it has taken the next step in the expansion strategy that the firm has followed since day one of opening its doors and entered into a strategic minority equity partnership with a Junior Asian Investment Company. The name of the junior partner will be announced officially at a later date, in accordance with market regulations.

The new partnership is a testament to Samuel Freshfields' position as one of [Asia's leading asset management companies](#). The firm has been following a business expansion strategy in all areas of the market and across all major asset classes. The infrastructure, from staff members to physical offices and a significant database of regional clients, that the new junior partner will be adding to Samuel Freshfield's portfolio, is mainly developed and focused on middle-market private equity investments, having an impressive track record in the Asia Pacific Region.

One of the executives at the new junior partner commented on the announcement: "We are excited to partner with Samuel Freshfields, a strategic senior investment manager with an experienced management team, in this next phase of Samuel Freshfields' growth. We look forward to continuing to develop our team and position ourselves in the new family to build on our long-term ambitions of success."

Mr. Anthony Chung-kong, Managing Director and Chief Investment Officer for Samuel Freshfields, declared: "We are thrilled that the Junior Company has decided to green-light our offer and partner with Samuel Freshfields as we are looking to build upon the leading strategic platform for middle-market alternative investments that our new family member has mainly focused on since its inception. We believe in their proven investment strategy, and we look forward to working with their industry-leading team over the coming years."

The collaboration will provide Samuel Freshfields the opportunity to add to its business arsenal an already defined set of skills and strategies, thus being one step closer to its regional expansion agenda regarding middle-market alternative investments. The agreement currently awaits final approvals from the supervising authorities.

About Samuel Freshfields

Samuel-Freshfields.com is a next-generation investment company that aims to give its clients access to a broad range of financial instruments and markets as well as professional advice to maximize returns. Samuel Freshfields' investment advisory and brokerage services are multidisciplinary, allowing the company to devise custom strategies and deliver exceptional results for our clients. The company's major goal has been to work hand-in-hand with clients to meet their investment needs. While many financial firms push one-size-fits-all products, Samuel Freshfields strives to coordinate the fundamental disciplines of the company's dividend-growth philosophy with the unique needs of our clients regarding the growth, use, and preservation of their wealth.



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