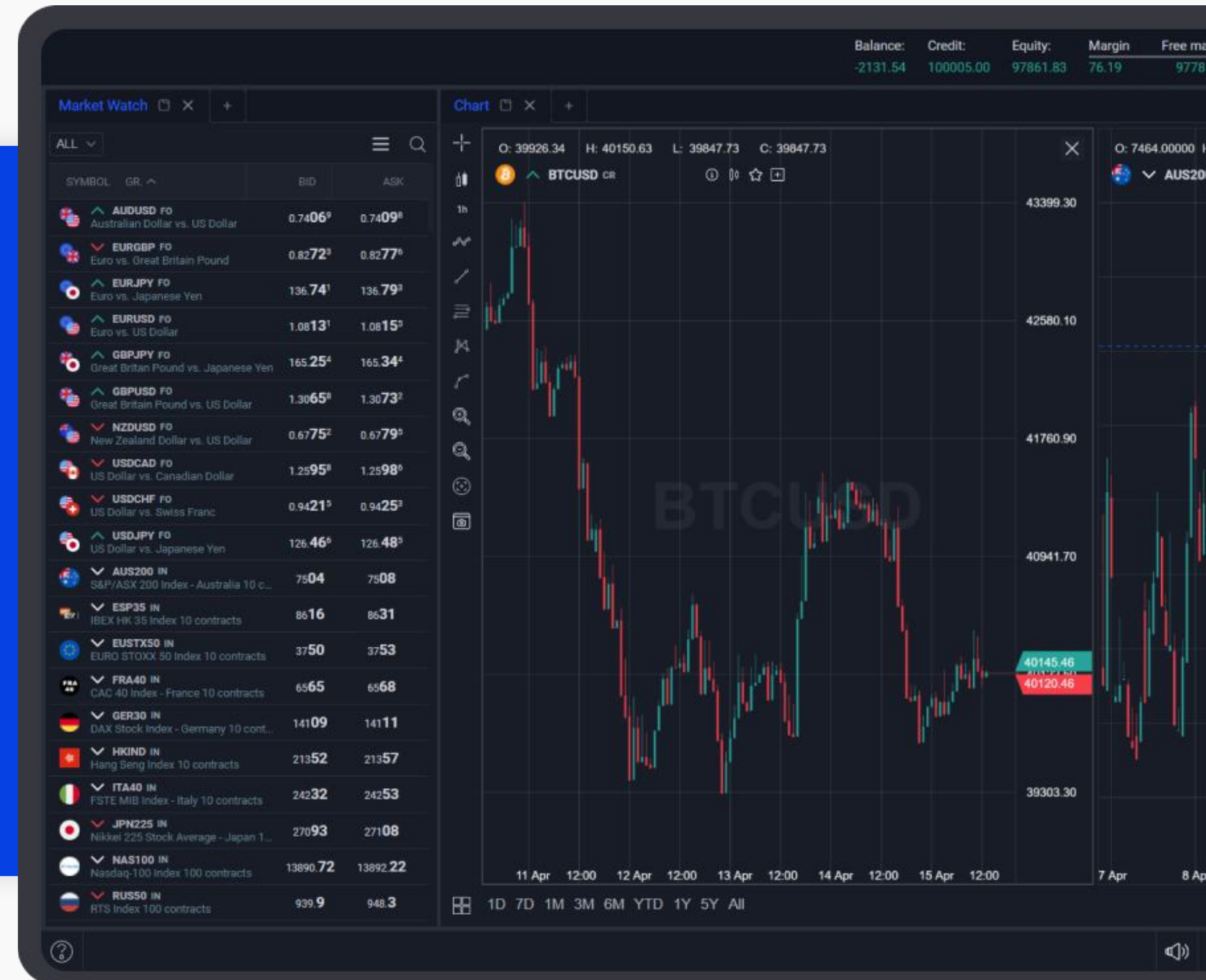


Alfa Algorithms HK

Pitching Deck



WHO WE ARE

Alfa Algorithms HK is a company established in HK in December 2023 as a start-up aiming to bring new and innovative AI and ML based products to HK and Asian markets.

Our company was founded as a start-up extension of Alfa Algorithms Ltd., an Israeli advanced trading technology provider, offering innovative solutions to dozens of clients in the fintech industry.



WHAT IS THE PROBLEM WE ARE TRYING TO SOLVE: TRADERS LOSE MONEY

STOCK MARKET
VOLATILITY

MACROECONOMIC CHANGES

ECONOMIC INSTABILITY

CHANGING CONSUMER BEHAVIOUR

UNCERTAINTY

POLITICAL CHANGES

TECHNOLOGICAL
DISRUPTIONS

UNEMPLOYMENT LEVEL

INFLATION RATIO

Stock market **losses wipe out \$9 trillion** from Americans' wealth in 2022

Over the past three years, **about \$6 trillion** – equivalent to roughly twice Britain's annual economic output – has been **wiped off the value of Chinese and Hong Kong stocks**.

Having said that, how traders can stop losing money and exploit new investment opportunities?

OUR MISSION

Providing investors with state-of-the-art trading tools helping them navigate markets wisely and manage the risks: **The AoA (Assistant of Advisors)** and **AI-powered Robots**

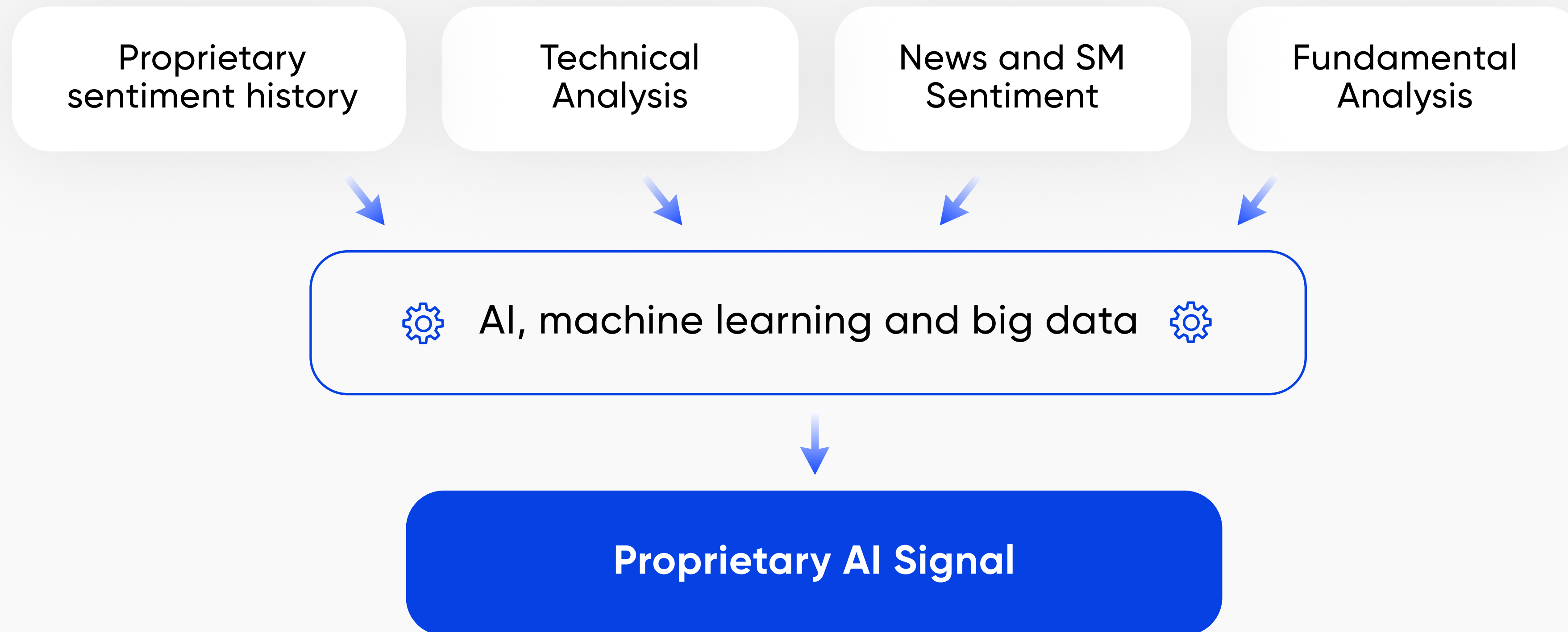
- **The AoA (Assistant of Advisors)** is an AI-powered financial quantitative analysis tool. It estimates the future price range and volatility based on efficient data mining algorithms discovering the hidden connections in multiple data sources.
- **AI-powered Robots** are fully automated trading algorithms based on the AoA technologies and existing robo-trading solutions with a proven track record and rigorous risk management criteria.



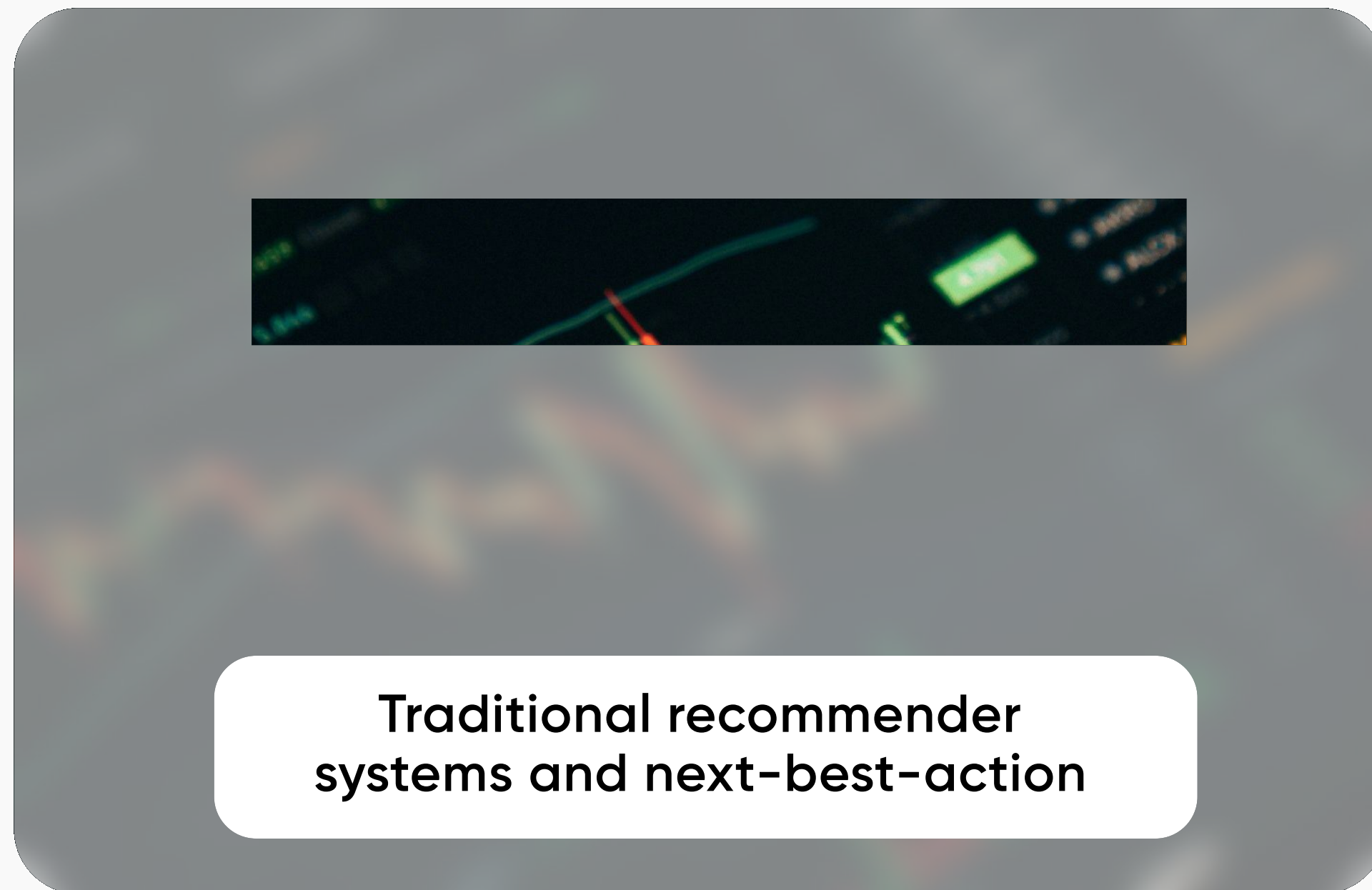
AOA - THE NEXT GENERATION OF SIGNALS: HOW IT WORKS?



WHAT DO WE MEAN BY WIDER ANALYSIS?



WHY DO WE NEED WIDER ANALYSIS?



The financial markets have multi-factorial behaviour. The traditional approach **ignores potentially valuable cross-references.**



The financial markets have multi-factorial behaviour. AoA **looks wider and produces higher accuracy signals.**

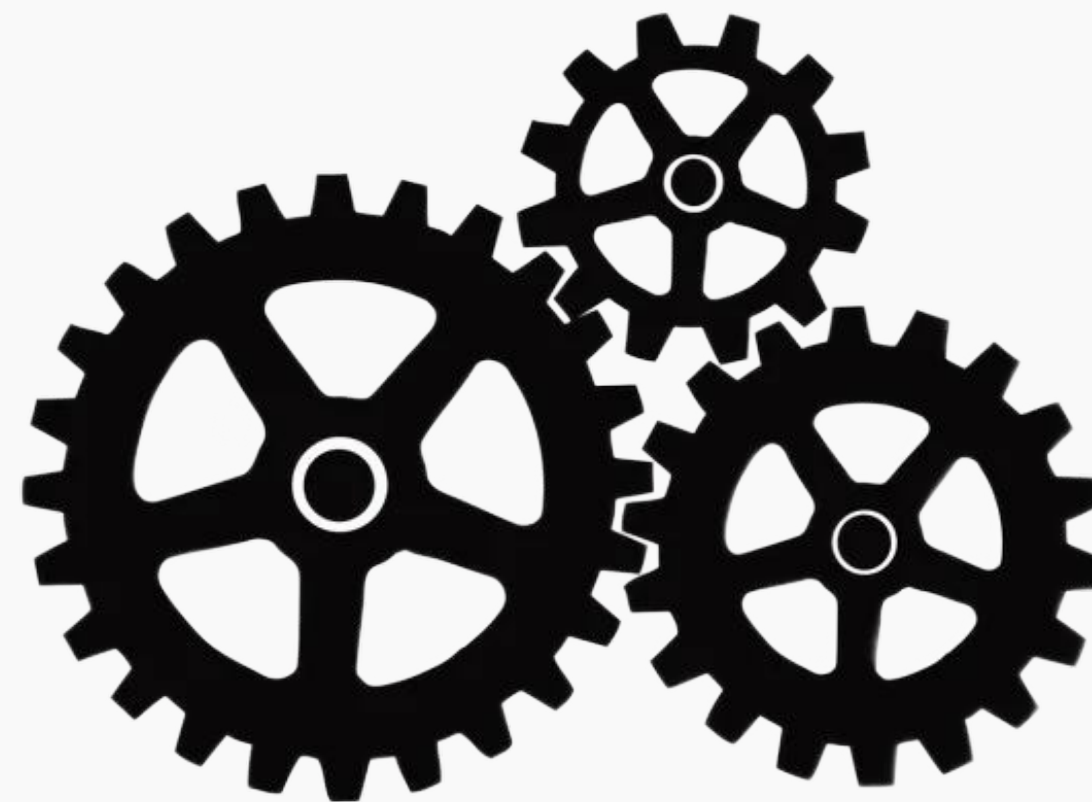
DATA IS NOT ENOUGH: WE ENHANCE IT WITH STATE-OF-THE-ART ALGORITHMS

AI ALGORITHMS

BAYESIAN NETWORKS

ASSOCIATIVE RULES

MATHEMATICAL
MODELS



STATISTICAL PROPERTIES OF A
TIME SERIES OF DEPENDENT
RANDOM VALUES

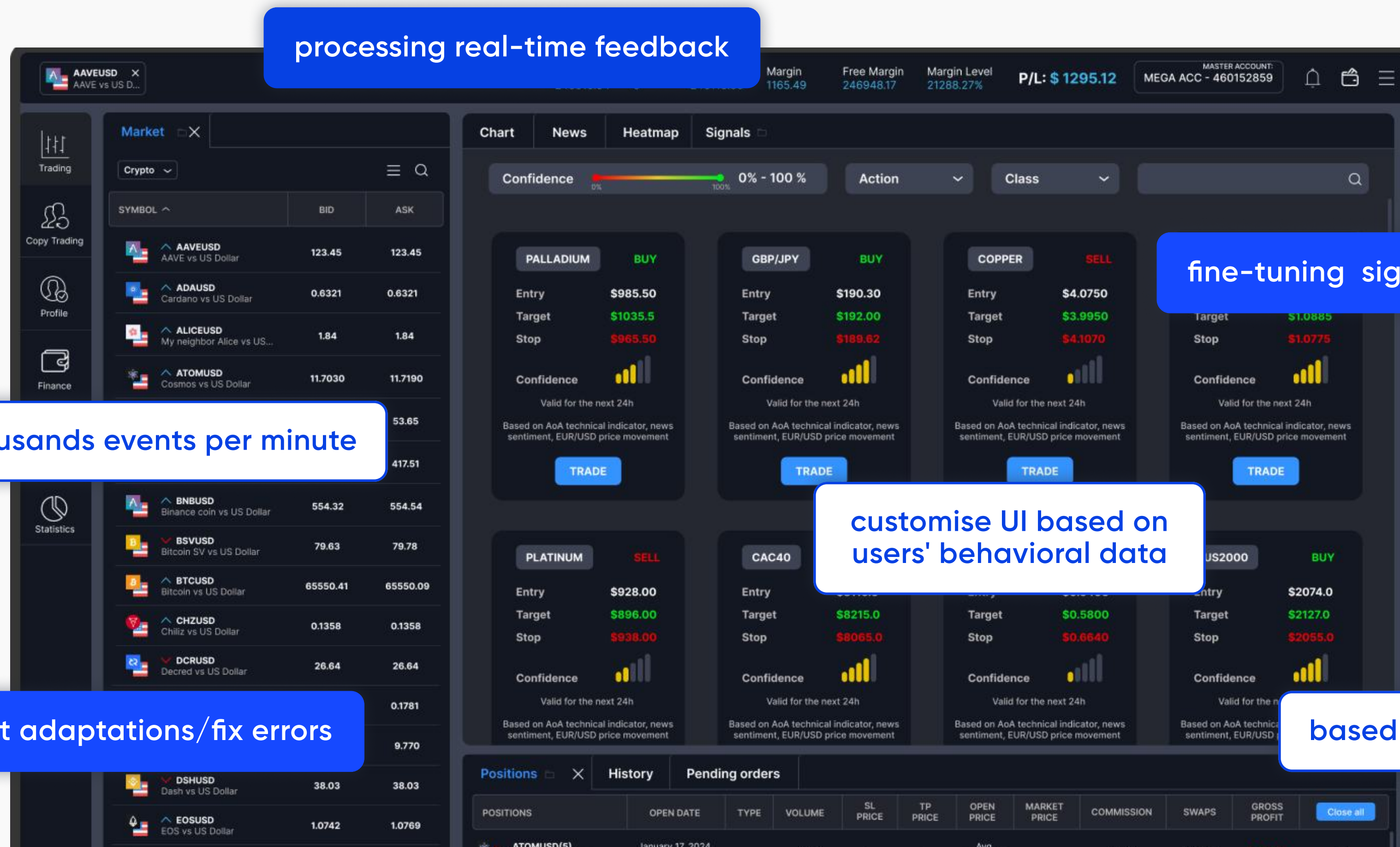
USAGE OF DEEP LEARNING
TRANSFORMERS

CAUSALITY OF AVAILABLE
INFORMATION

CUTTING-EDGE
TECHNIQUES

PROTOTYPE BASED ON EXISTING TECHNOLOGY

Our web and mobile trading technology has been successfully adopted by dozens of brokers in EMEA. It will allow us seamless integration and fast launch of newly developed AoA technology.



TRADING ROBOTS BASED ON AOA TECHNOLOGY

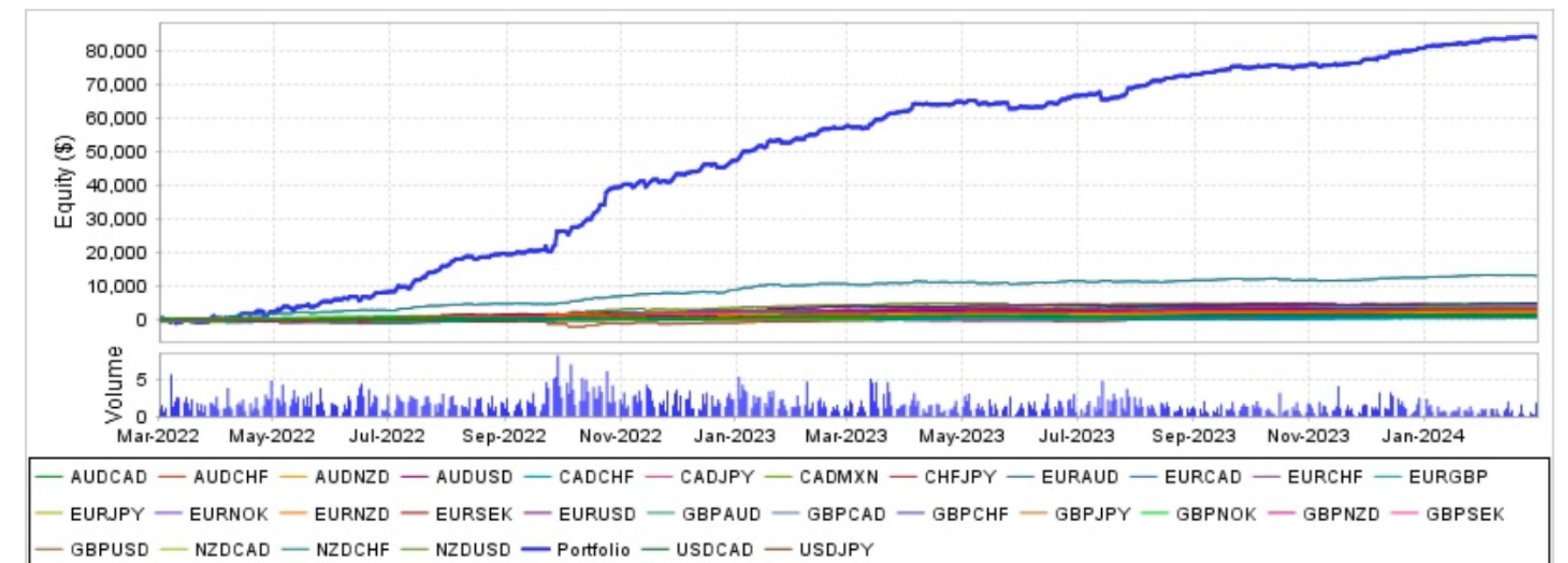
We have existing technology of trading robots, and with the help of AOA technology will take it to the next level.

Under existing technology, we offer 2 types of trading robots based on unique and inhouse developed methods allowing us to analyse chart patterns across multiple timeframes:

- **Robots based on AI technical analysis features**
- **Advanced Robot based on deep learning AI.**

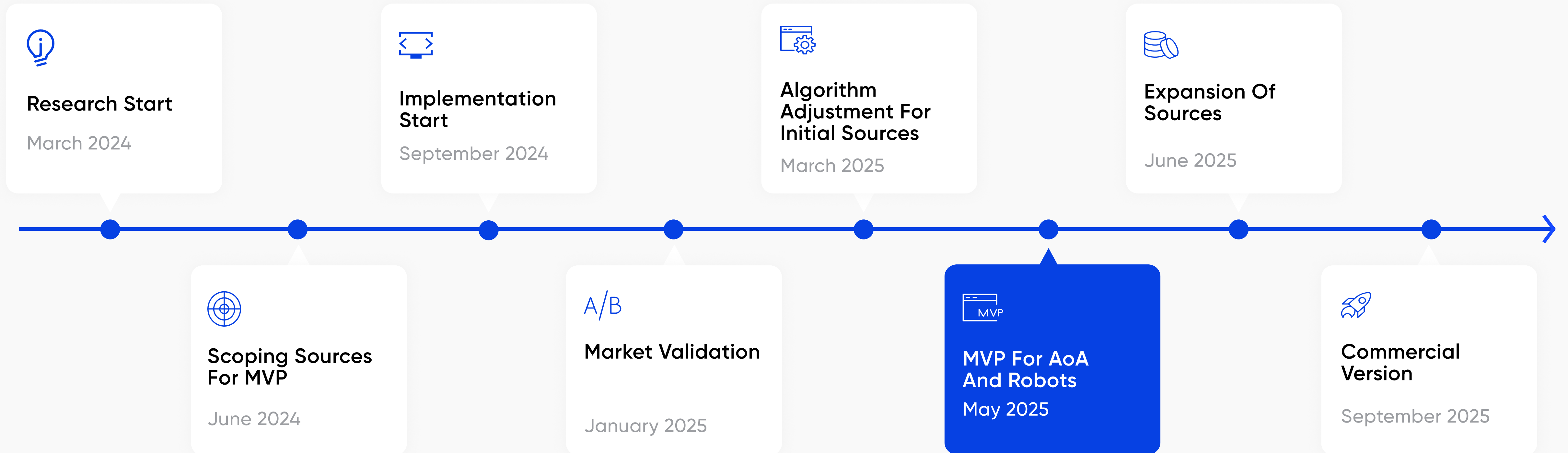
TOTAL PROFIT \$ 83874.27	# OF TRADES 6578	SHARPE RATIO 1.63	PROFIT FACTOR 1.74	RETURN / DD RATIO 29.98	WINNING % 71.1 %
PROFIT IN PIPS 1223948.6 PIPS YRLY AVG PROFIT \$ 41936.62 YRLY AVG % RET 1.4 % CAGR 0.92 %	DRAWDOWN \$ 2798.05	% DRAWDOWN 0.09 %	DAILY AVG PROFIT \$ 114.58	MTHLY AVG PROFIT \$ 3494.76	AVERAGE TRADE \$ 12.75
	ANNUAL% / MAX DD% 10.26	R EXPECTANCY 0.21 R	R EXP SCORE 700.93 R	SQN 15.77	SQN SCORE 79.4

generated by Quant Analyzer

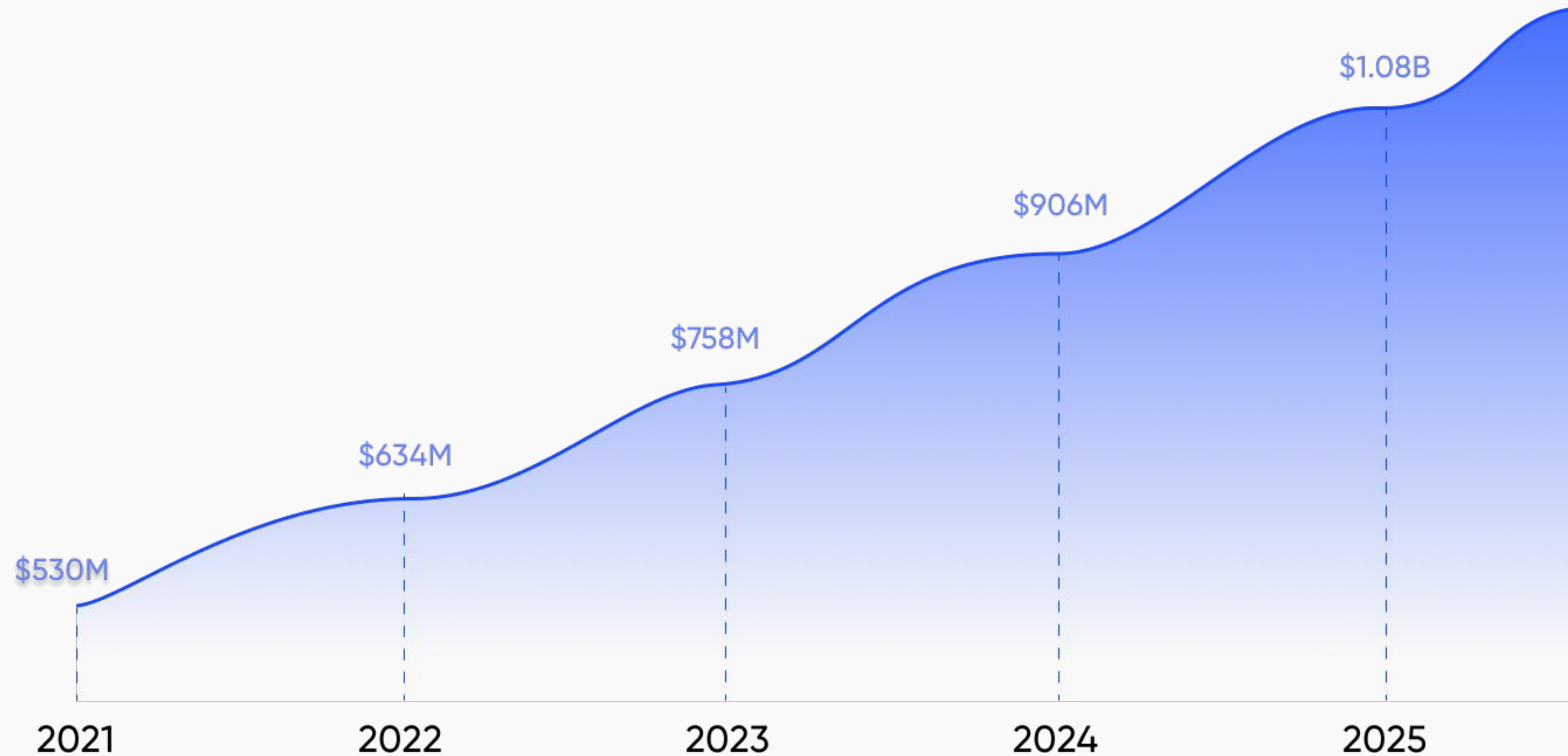


example of existing robot performance

ROADMAP



MARKET OPPORTUNITY - APAC



Only the APAC AI in the Fintech market is estimated to reach US\$ 16.5 Billion by 2032, registering a Y-o-Y growth rate of 19.6%. The size of our niche market in APAC will be about US\$1 billion in 2025.

As we are not limited by APAC, the number will be higher.

TARGET AUDIENCE



B2C

- Private investors
- Traders
- Family offices



B2B

- Banks
- Brokerages
- Wealth management companies
- Hedge funds
- Insurance companies

POTENTIAL BUSINESS MODEL

AoA will be offered to different types of clients

RETAIL CUSTOMERS

- ✓ B2C customers will be provided with the iOS/Android mobile application with our proprietary signals
- ✓ The monthly subscription fee will be set

INSTITUTIONAL CUSTOMERS

- ✓ B2B customers will be provided with the White Label of WEB/iOS/Android mobile application with proprietary signals and robo advisors
- ✓ The fee structure will consist of set-up and monthly payment based on number of active users

BUSINESS MODEL: HOW WE GET TO THE CUSTOMERS?



B2C

- Strategic partnerships with brokers, banks, insurance companies and other B2C investment bodies that will offer the service to their end customers
- Community building: creating relevant social media channels (Facebook, X, LinkedIn, and others) and providing signals.



B2B

- Use our current customer base of more than 100 businesses to upsell the AoA service
- Strategic partnerships with technology providers that are working with the target customers
- Exposing the technology in the relevant fintech conferences

THE TEAM



Alexey Farber
Founder

25+ years experience in industrial applications of algorithms in major Israeli hi-tech companies, as well as US and Israeli R&D institutions. Alexey founded Alfa Algorithms in Israel and successfully led the company to great achievements in the fintech market.



Daniel Fogel
CEO

Daniel has extensive experience in product management, particularly in the fintech industry. With a background in computer science from Ben Gurion University of Negev, Daniel has held key leadership roles in various startups and tech companies.



Dr. Volkau Ihar
Chief Scientist

Got his Ph.D. in differential equations and mathematical physics to analyze the stability of time series. He worked as a research scientist at the Agency for Science, Technology and Research of Singapore and as a principal research scientist at Nanyang Technological University.



Sasha Rizhkov
Head of
Development

Sasha is an experienced R&D manager with 15+ years of background in leading complex software development projects and solving real business problems.



Kate Chernyakova
Head of BizDev and
Marketing

Kate has more than 5 years of experience in Marketing, Sales, and Communication. Last 3 years, she has been helping Alfa Algorithms Israel with its Business Development strategy and execution.

ADVISORY BOARD



Kenneth Li

Kenneth Li is an experienced professional with over 15 years of experience in digital banking and the Fintech area. He is proficient in digital strategy formulation, product and business development, project management, and Fintech application.

He worked for several famous banks in Hong Kong as well as in Mainland China, including PingAn OneConnect Bank, Nanyang Commercial Bank and China Construction Bank. He served as the head of Fintech Solutions at PingAn OneConnect Bank and led a team in developing and deploying various Fintech solutions, such as eKYC, SME account opening, credit model, etc.

He holds double master's degrees, is a CFA charter holder, and also has the FRM certification. He is fluent in Mandarin, English, and Cantonese.



Prof. Dr. Steven X. Wei

Dr. Steven Wei is currently the Deputy Director of the Doctor of FinTech program and the Deputy Director of the AMTD FinTech Centre, at the Hong Kong Polytechnic University. He also co-directs the Enhanced Competence Framework on FinTech (ECF on FinTech) training program for the banking industry in Hong Kong, supervised by the Hong Kong Monetary Authority. Moreover, Dr. Wei is a founding member of the Hong Kong FinTech Youth Association.

He earned his PhD in Economics and Finance from the University of Toronto, with a strong foundation in Mathematics. Dr. Wei's research encompasses key areas of FinTech, asset pricing, corporate governance, accounting, and econometrics.

OUR CONTACTS

Alfa Algorithms HK Limited

UNIT 1102, 11/F, 29 AUSTIN
ROAD, TSIM SHA TSUI,
KOWLOON, HONG KONG

info@alfa-labs.com

+972 54-698-3288

