

Richelieu Financial MONEY AT WORK





History / Background

Richelieu Financial is a financial advisory firm based in Dubai, specializing in CFD trading consultation. We have gained the trust of our clients by providing expert guidance from our professional analysts who have a track record of over 80% accuracy in market predictions.

"Money At Work" is our motto and we encourage sound decision making, excellent discipline and solid capital management in a positive trading environment. We provide expert consultation on trades with a sole focus on helping our clients gain profits. Our market analysis and strategic advice contribute to making markets more efficient.

Integrity is at the core of our trading strategies while being innovation-driven and heavily invested in developing the competencies of our people.

Clientele



Overview of Client Base

As **Richelieu Financial**, we are proud to share our journey in providing expert financial advisory services: We began with just 3 clients seeking our trading advice, and within one year, our dedication to exceptional service and results saw us growing our client base to over 125+ active accounts.

To date, we have proudly advised more than 1200 clients, including active and non-active accounts. The relationship we have with our investors and partners have been instrumental in our growth and success.

Clientele Growth





Richelieu Financial At A Glance



Hiral Jani: Visionary Founder & COO

Hiral Jani is an award-winning professional who brings extensive and diversified experience working in the financial services industry across different levels. He has been recognized for his achievements with back to back awards for revenue generation and client acquisition in his previous organizations. After working for 10+ years in brokerage services with organizations like Anand Rathi and Angel Broking, Hiral has founded Richelieu Financial with an objective to reach out to investors based out of GCC, to confidently invest in financial products like Stocks, Commodities, Indices, Forex and various other investment products. He analyses risk, identifies opportunities and consults with clients on a diversified portfolio.

Deepanshu Choudhary: Co-Founder and CEO

Deepanshu Choudhary is a top-performing sales, marketing and business development professional with proven ability to drive business expansion through visionary sales initiatives that deliver revenue growth, market share and market penetration. A strategic thinker who can plan and implement sales, marketing and business initiatives to support corporate objectives. In his previous organizations he had successfully mastered a very sharp learning curve in a short period of time, achieving the highest sales closing ratio, while being consistently ranked among top performers, expanding customer base while maintaining excellent client rapport despite intense market competition and a tumultuous economic climate. He possesses particularly strong relationship management, team building and general business acumen, a verifiable track record of success driving unprecedented revenue and profitability within highly competitive industries and markets. Ambitious and intensely focused on bottom-line results.





At Richelieu Financial, our team's expertise, dedication, and innovative spirit drive our success in the competitive financial industry. Comprising of seasoned professionals with diverse backgrounds and a shared passion for excellence, our team is the cornerstone of our achievements and our clients' satisfaction.





Our Team



Client-Centric Approach:

We believe that our clients are at the heart of everything we do. Richelieu Financial team is dedicated to understanding each client's unique needs and crafting personalized solutions to meet their financial goals. This client-centric approach has earned us a reputation for trust and reliability, fostering long-lasting relationships with our clients.

Integrity and Transparency:

Integrity and transparency are the pillars of our business practices. Our team upholds the highest ethical standards, ensuring that our clients can trust us with their financial well-being. We believe in open communication and honest dealings, providing our clients with clear, accurate information at every step.

Innovative Mindset:

Innovation is key to staying ahead in the financial industry, and our team embraces this mindset wholeheartedly. From developing advanced trading platforms to implementing the latest financial technologies, our team is always on the lookout for ways to enhance our services and deliver superior results for our clients.

Collaborative Culture:

Collaboration is a core value at Richelieu Financial. Our team works closely together, sharing insights and strategies to tackle challenges and seize opportunities. This collaborative culture not only strengthens our internal processes but also translates to more cohesive and effective service for our clients.

Expertise:

Our team is a collective of financial experts, market analysts, risk managers, and customer service professionals. Each member brings a wealth of knowledge and experience in their respective fields, ensuring that our clients receive the highest level of service and insight.

Education and Training:

Continuous learning and professional development are integral to our team's success. We invest in regular training and development programs to ensure our team remains at the forefront of industry trends and regulatory changes.





Company Objectives

- Introduce customers to financial markets and products like trading in CFDs, Indices, Commodities, Forex, Bullion, Crypto currencies etc.
- Provide portfolio management advice to clients while bringing strong risk awareness.
- Provide technical training support and services (including seminars, charting support, platform support, programming services, software and hardware support, research material and mentoring).
- We provide consultancy services to customers for trading activities.
- Maintain business records for the specified services
- Provide client support while dealing with leading brokers in the financial services industry.



Mission

V

Vision



Values

As the world reshapes itself from the pandemic stage, we have seen lives getting impacted due to the dependence on salaries and a 9-5 work mode. We want to reach out to all of those who want to make their money work harder.

We have created a value-based organization which can be relied upon by investors to make their money work for them. We want to change the notion that to make money, only hard work is the key. We have created a smarter way to make money

We rely on our commitment to our clients, stakeholders and those who trust us with their money earned through sweat and hard work. We value the trust and commitment placed with us and that is what inspires our company to grow every day.





Why Choose Us?

When it comes to Contracts for Difference (CFD) trading, choosing the right financial service provider is crucial for success. Richelieu Financial stands out as a premier choice advisory for CFD trading, offering clients a host of compelling advantages. Here are the key reasons why you should choose Richelieu Financial for your CFD trading:

Regulated & Trustworthy

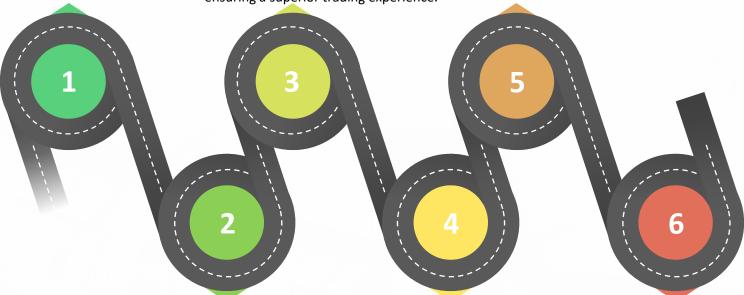
As a regulated financial service provider, Richelieu Financial adheres to stringent regulatory standards, ensuring the highest level of security and integrity

Cutting-Edge Trading Platforms

We provide access to advanced trading platforms equipped with state-of-the-art tools and features. These platforms offer real-time data, and seamless execution, ensuring a superior trading experience.

Customizable Trading Experience

Understanding that partners and investors have unique needs, Richelieu Financial offers customizable trading solutions. We can tailor their trading environment to suit their preferences, ensuring a personalized, efficient trading experience.



Expertise & Experience

Richelieu Financial boasts a team of seasoned professionals with in-depth knowledge and expertise ensure that investors and partners receive top-notch advice and guidance, helping them make informed trading decisions.

Innovative Trading Solutions

Richelieu Financial is at the forefront of innovation, continually enhancing its offerings to meet the evolving needs of investors. We aim to provide innovative solutions that cater to both partners and investors.

Robust Risk Management Tools

Risk management is crucial in CFD trading, and Richelieu Financial offers a suite of robust tools to help investors and partners manage their risks.



Facts About CFDs

CFDs have become one of the widely used trading styles for diversifying investments and also for obtaining fast profits due to the manipulative nature of this type of investment. CFD trading consultancy with Richelieu Financial has a number of interesting facts, the knowledge of which may not only surprise, but also encourage you to be part of the growing community.

Advantages of CFDs

No Shorting Rules or Borrowing Stock

Certain markets have rules that prohibit shorting and require the investor / partner to borrow the instrument before selling short, or have different margin requirements for short and long positions.

CFD instruments can be shorted at any time without borrowing costs because the investor / partner doesn't own the underlying asset.





Expiration Time

One of the most important advantages of trading CFDs is that most CFDs do not have an expiration date. At the same time, some assets usually have expiration dates, so by trading CFDs, investor / partner can close their positions at any time. This is a huge advantage because market participants can enter into very long trades and not have to worry about them being closed due to expiration dates before traders are ready to do so themselves.



As an investor, you can trade CFDs on a wide range of worldwide markets and Richelieu Financial helps you to choose the best platform which have access to global market.





Higher Leverage

CFDs provide higher leverage than traditional trading. Standard leverage in the CFD market is subject to regulation. It once was as low as a 2% maintenance margin (50:1 leverage) but is now limited to a range of 3% (30:1 leverage) and could go up to 50% (2:1 leverage). Leverage with reputed broker now can go to 1:400. Lower margin requirements mean less capital outlay for the investor / partner and greater potential returns; however, increased leverage can also magnify a trader's losses.

Variety of Trading Opportunities

Richelieu Financial currently offers stock, index, treasury, currency, sector, and commodity CFDs enabling clients interested in diverse financial vehicles to trade CFDs as an alternative to exchanges.





RICHELIEU FINANCIAL: CFD Services

We offer a comprehensive suite of services tailored to meet the diverse needs of our CFD trading clients. Our commitment to providing exceptional trading experiences is reflected in the robust range of services we offer:

- Expert Trading Platforms Selection Guidance
- Risk Management Tools
- Dedicated Customer Support
- Customizable Trading Solutions

- Research and Analysis Tools
- Regulatory Compliance Guidance
- Wide Range of CFD Markets Expertise

At Richelieu Financial, we are dedicated to providing our clients with an unparalleled CFD trading experience through a combination of advanced tools, comprehensive market access, and superior customer support. Whether you are new to CFD trading or an experienced trader, our services are designed to help you achieve your financial goals with confidence and ease.

How We Work

Richelieu Financial works with two (2) main products, which are:





Richelieu Secure





Richelieu Dynamic







• Payouts: ANYTIME

• Expected Profit: 15-20%

• **Profit Sharing:** 50% on profits above 20%



HOW WE ACHIEVE RESULTS

- Best Electronic Trading tools
- Technical & Fundamental Analysis
- Trading in CFD's (XAUUSD, US Indices)



YOUR PROTECTION

- Individual Account in Client's Name
- 24/7 Insight into your Trading account



Richelieu Financial manages more than 450 portfolios and trading accounts for both individual and institutional investors.

"Through an LPOA (Limited Power of Attorney) agreement, our traders are solely authorized to perform trades on behalf of investors directly through their dedicated accounts".



RICHELIEU DYNAMIC: FREQUENTLY ASKED QUESTIONS (FAQs)

What kind of Investment is RICHELIEU DYNAMIC?

RICHELIEU DYNAMIC is a fully managed personal trading account, where a team of experienced traders, and market analysts manage the trading account on your behalf. Your account is opened with a regulated broker, you can monitor your investment 24/7 and there is no time limitation – the investor has full autonomy to withdraw profits, full investment, or part of it at any time. In RICHELIEU DYNAMIC net profit to investors, with four years average of 22.7% net profit annually. Traded financial instruments in this product are CFDs on commodities and Us Indices.

2. History of the alliances with different Brokers?

Since the company started offering CFD-managed accounts, our team of traders tested numerous CFD brokers. We only use regulated brokers with clear assurance that clients' funds are kept in segregated accounts. For investors in the Middle East, we prefer to use local brokers with strong regulatory requirements and local presence. All the brokers with whom we are dealing are regulated by the Dubai Financial Service Authority, and also use segregated accounts to keep clients' funds safe.

3. Which Brokers do we cooperate with?

RICHELIEU FINANCIAL LLC has a partnership or IB agreements with many brokers all around the world. For investors in the Middle East, we prefer to use local brokers with strong regulatory requirements and local presence. All the brokers with whom we are dealing are regulated by the Dubai Financial Service Authority and also use segregated accounts to keep clients' funds safe.

Different brokers offer different terms and conditions which creates opportunities to use different trading strategies. Main three reasons why we recommend RICHELIEU DYNAMIC clients to open their individual trading account with ONE FINANCIAL MARKETS:

- Swap-free accounts
- Professionalism and quick support from One Financial Markets back office team.
- Because of large scale in terms of trading volume, we have successfully negotiated trading terms and conditions that perfectly suit both investors and traders.



4. Why are we trading in CFD's?

A contract for differences (CFD) is an arrangement made in financial derivatives trading where the differences in the settlement between the open and closing trade prices are cash-settled. There is no delivery of physical goods or securities with CFDs. A Contract for Difference (CFD) refers to a contract that enables two parties to enter into an agreement to trade on financial instruments based on the price difference between the entry prices and closing prices. If the closing trade price is higher than the opening price, then the seller will pay the buyer the difference, and that will be the buyer's profit. The opposite is, if the current asset price is lower at the exit price than the value at the contract's opening, then the seller, rather than the buyer, will benefit from the difference.

A Contract for Difference gives traders an opportunity to leverage their trading by only having to put up a small margin deposit to hold a trading position. It also gives them substantial flexibility and opportunity. For instance, there are no restrictions regarding the timing of the entry or exit and no restrictions of time over the period of exchange. There is also no restriction on entering a trade buying or selling short. Because CFDs are unique often come with favorable margins, they attract many brokers across the world, who are offering CFDs on various financial instruments, representing a significant share of total global trading activities, with an average daily trading volume above 5 Trillion USD (5,000,000,000,000,000 USD).

CFDs trade on the fast-moving global financial markets. Therefore, traders get what is called direct market access (DMA), which gives them an opportunity to trade globally.

Unlike other types of instruments that offer only a single opportunity, CFDs present a wide range of assets. They include global indices, sectors, currencies and digital currencies, stocks, bonds, and commodities.

Trading more accounts from various account holders at the same time, using actual stocks, currencies, or commodities is unimaginable and technically impossible.

5. Why managed accounts and not investment advice? Tell me what and how to trade and I'll do it myself.

Most people investing in an investment advisory model find themselves unable to execute trades when they are told, or open and close too late leading to losses or lost opportunities. Richelieu Financial LLC does it for you and charges a fee based on performance, rather than a fixed fee which you pay for the information regardless of whether or not you benefit from it - make profit or loss.



Main reason for strongly recommending managed accounts:

- Professional team of analysts and traders. Each trader is specialized in different asset class.
- Absolute majority of retail traders (who trade for themselves) lose money.
- Institutional investor with years of solid performance history.
- Easy process, we manage everything for you and you enjoy the profits while you can fully monitor all our trading activities.

6. How are RICHELIEU DYNAMIC returns calculated - as shown in the performance report

At the end of every year, yearly trading statement of master account is printed and following data are extracted:

- · Account balance at the beginning of the year
- Trades closed with profit.
- Trades closed with loss.
- Trading costs (commissions, spreads, swaps) charged by the broker.

Based on all above mentioned data, exact trading result (profit or loss) is calculated. According to profit sharing agreement which is part of **LPOA**, **RICHELIEU FINANCIAL LLC** will charge only consultancy fees of 50% of profits on the amount above 20% of profits and only after we achieve more than 20% profits in your account on a yearly basis, till 20% there will be no charges.

7. How to read a ONE FINANCIAL MARKETS account?

Each investor receives instructions to install MetaTrader4 and investor login details (view only) to monitor trading activities in his account. Additionally, each investor is regularly receiving daily trading statement to his registered email address directly from the broker.

In MetaTrader4 app, investor will see 5 tabs:

- Quotes market prices for selected currency pairs and CFDs.
- Chart charts to see history and real time movements of all above mentioned CFDs.
- Trade list of currently open trades and account balances.
- History list of already closed trades.
- Settings



The most important tabs for investor to monitor are **History and Trade**.

In History, investors can see full list of all already closed trades and charged trading costs by the broker. It enables daily, weekly, monthly or custom date range overview. For every single trade on this list, investor can see all relevant information: which CFD it applies to, size of position, direction of trade (Buy or Sell), day and time of opening and closing the trade, entry price, exit price, where was set Take profit (TP) or/and Stop loss (SL) and total result of the trade (profit, loss or zero).

In Trade, investor can see full list of currently open trades with all relevant information: which currency pair or CFD it applies to, size of position, direction of trade (Buy or Sell), day and time of opening the trade, entry price, where is set Take profit (TP) or/and Stop loss (SL) and current result of the trade (profit, loss or zero) which is changing every second 24/5 (market is closed during weekend - Saturday and Sunday).

Additionally, an investor can monitor (in Trade) all relevant details about investor's account balances:

- Floating: current sum of all current open trades value. It can be positive or negative, most of the time is negative. When trades are in profit, traders are closing them. Those trades that are currently in loss, traders will patiently wait and decide what to do with them, according to market situation, support and resistance levels on the chart, size of the trade, total effect on the whole trading account. In RICHELIEU DYNAMIC, negative floating must never exceed 40% of the account's Balance.
- Balance: Current balance of the account after closed trades. Balance only changes when a trade is closed (with profit or loss) or when an additional deposit or withdrawal is completed.
- Equity: Current account real value. Equity is calculated as Balance + Floating. It represents the value of trading account in real time. Investor always know what current account value is.
- Margin: is the amount of money required to maintain trades that are open. It represents the amount of money currently used in trading.
- Free Margin: Free Margin is the amount of money in a trading account that is available for trading. To calculate Free Margin, you must subtract the margin of your open positions from your Equity (Balance plus or minus any profit/loss from open positions). In RICHELIEU DYNAMIC, Free Margin must always be maintained above 60% of the account's Balance.
- Orders: An order instructs a broker to open a new trade when market price of selected (instructed) pair or CFD reaches a pre-specified price. Once the price hits that level, the position (Buy or Sell) will open automatically at pre-specified conditions (direction, size, SL, TP).



8. Understanding of Stop losses?

Stop loss (SL) and Take profit (TP) are electronic trading tools provided by most trading platforms and used by numerous traders. They are considered risk management tools and their use is highly recommended.

A Stop loss (SL) is a price limit entered by a trader. When the price limit is reached the open position will close to prevent further losses. When a trader opens a position, can choose at which price the position will automatically close. Traders can also set or modify SL any time later.

A Take profit (TP) works in a similar way - it automatically closes a position once profit target is reached to lock in profits.

Example of Stop loss: Trader entered a BUY trade in commodity pair XAUUSD with 1 LOT at price 2000. He is willing to risk 200 USD with this trade, so he will set a SL 200 pips below the entry price (1 pip is worth 1 USD at position size 1 LOT), at 1998. In case of XAUUSD rate touches 1998, the position will be automatically closed by the broker. This is the most common example of managing risk in trading. The trader can also close the position manually at any time (with a smaller loss) if he decides or expects a further decline in the rate. If the trader closed the position at 1990 (-100 pips), the realized loss would be 100 USD. Traders can also modify the SL price limit at any time until the position remains open. In case of a growing rate to a level of 2005 (+500 pips), the position is currently 500 USD in profit. The trader can modify SL price limit to 2002 (+200 pips) and ensure 200 USD profit.

In RICHELIEU DYNAMIC, traders use a combination of both tools, SL and TP. Sometimes are set upon position opening, sometimes later. Traders also modify set price limits, based on extensive technical and fundamental analysis and within internal risk management rules.

In analysis (technical analysis, fundamental analysis, and data analysis) and strategy testing, we benefit from using a combination of advanced algorithms and AI (Artificial Intelligence) technology.

9. What is Profit Sharing in **RICHELIEU DYNAMIC?**

Profit sharing, also known as a performance fee, is a payment made to our investment managers or traders for achieving positive returns on your investment. Here's how it works:

- Calculation: The performance fee is calculated as a percentage of your investment profits. This includes both realized (based on your account balance) and unrealized (based on your account equity) gains.
- Threshold: We share the profit only when it exceeds 20% in an annual trading year. If your annual profit is below 20%, there will be no profit-sharing charges.
- Consultancy Fees: When your profits exceed 20% in a given year, we charge a consultancy fee of 50% on the amount above that 20% threshold.



10. How to open RICHELIEU DYNAMIC account?

To open an account in your name, you will need to provide a passport copy, visa copy (if any) and proof of address (utility bill or bank statement). Account will be opened with your email and phone number and will be ready in 1-2 days. Then you make the deposit from your bank account to your trading account, sign LPOA and receive login details to monitor trading.

11. How to order a withdrawal and how much time does it take to receive money?

At Richelieu Dynamic, you have the flexibility to request a withdrawal at any time with a straightforward process. Simply log in to your broker landing account and navigate to the "Withdraw Funds" section. From there, you can submit your withdrawal request.

If you have a bank account in the United Arab Emirates (UAE), you can expect to receive your funds within 2 working days. For bank accounts outside the UAE, the withdrawal process may take slightly longer, typically ranging from 2 to 4 working days due to international bank transfers.

It's important to note that as a regulated broker in Dubai, any regulated broker does not allow third-party deposits or withdrawals. Your withdrawal amount will be credited back to the same source from which you initially deposited your funds, ensuring a secure and compliant process.

12. Are the returns in **Richelieu Dynamic** guaranteed?

No, the returns in Richelieu Dynamic are not guaranteed. Since we are trading in the CFD financial markets, market volatility and the nature of trades can sometimes result in negative returns or returns that are lower than expected. While our professional traders aim for high accuracy and positive outcomes, the inherent risks of the market mean that returns can vary.

13. Is the capital secure in Richelieu Dynamic?

Capital in Richelieu Dynamic is not fully secure due to the leveraged nature of CFD trading. Market volatility and uncontrollable factors like geopolitical tensions can lead to significant losses, including the potential for total capital loss. However, Richelieu Financial employs stringent money management techniques, such as maintaining a margin buffer of 500-600 points, to help mitigate risks and manage investments prudently.



Market Expertise



About Contract for Difference (CFD)

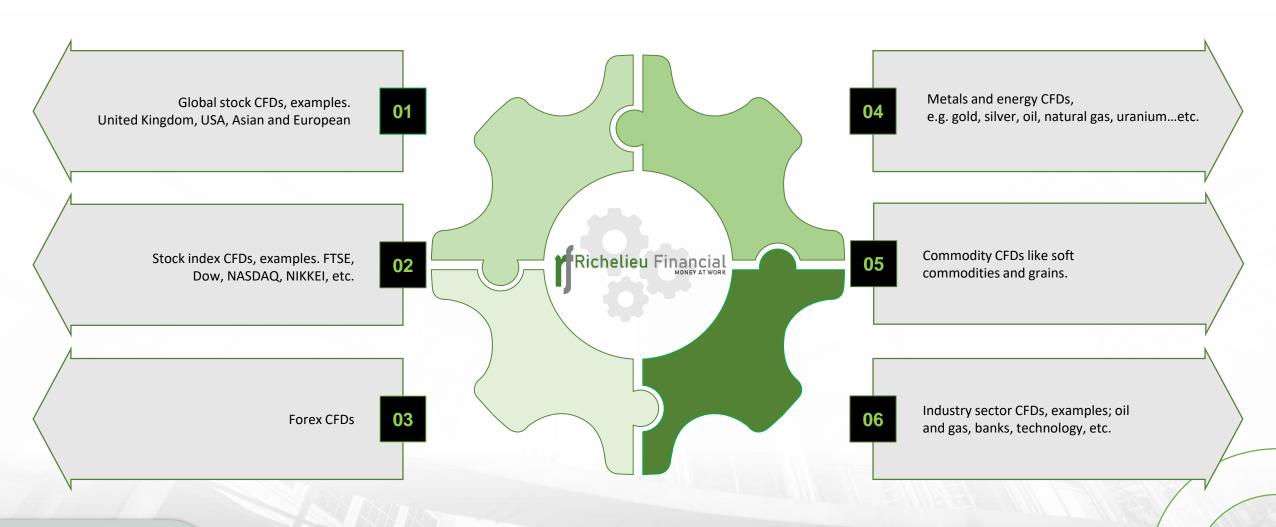
A contract for differences (CFD) is an agreement between an investor and a CFD broker to exchange the difference in the value of a financial product (securities or derivatives) between the time the contract opens and closes. It is a method of speculating on the underlying price of an asset – like shares, indices, cryptos, commodities, forex and more – on a trusted and regulated trading platforms. At Richelieu Financial we provide expert advice on navigating these complex financial instruments.

CFDs allow traders and investors an opportunity to profit from price movement without owning the underlying assets. The value of a CFD does not consider the asset's underlying value, only the price change between the trade entry and exit. Our team at **Richelieu Financial** offers an in-depth analysis and guidance to help you understand and capitalize on these price movements.



What Markets do CFDs Cover?

Contracts for differences can be traded on a vast range of different financial instruments, depending on the access that your CFD broker has to various underlying market price feeds and the range of markets available to trade is constantly expanding. The main CFD market types include:









These CFDs are tied to the performance of a specific index. Popular indices are the Dow Jones, NASDAQ, London Stock Exchange, Australian Stock Exchange, and Japan's Nikkei. The advantages of index CFDs include the high trading volume, low margin, high leverage, low trading costs, and the access to international markets



Sector CFDs

CFDs allow you to profit wherever you find a growth area, regardless of where in the world it may be. With sector CFDs you take an overall view of the economy. They save you having to analyze the individual companies, and you only need to see the big economic picture to select profitable areas to trade. With sector CFDs, you automatically have diversification, which reduces volatility compared with single stocks.



Share CFDs

These contracts are the most commonly traded CFDs in the marketplace. In these types of contracts, the CFD price comes from the price of the underlying stock that is the subject of the CFD.



Treasury CFDs

When a trader wants to speculate on the value of treasury notes, he or she would choose a treasury CFD. Treasury notes that are commonly traded include US Treasury Notes of varying years, US Bonds, Euro-Bund, and Australian Treasury Bonds.



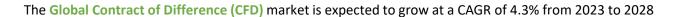
Commodity CFDs

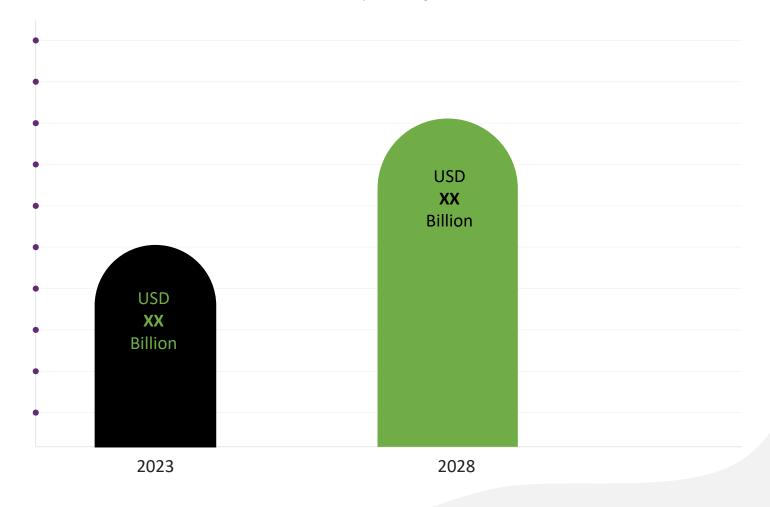
Commodities are physical assets that are in demand. Investors classify commodities into two categories: hard commodities and soft. Simply put, hard commodities are mined and soft are grown. CFDs with commodities as the underlying asset give traders the opportunity to trade the futures market with the benefits of CFDs.



Global Contract For Difference (CFD) Market Size

The global contract for difference (CFD) market is expected to grow at a CAGR of 4.3% from 2023 to 2028. Trading in CFDs (Contracts for Difference) has grown significantly in popularity in recent years. The global contract for difference (CFD) market is a popular and accessible form of trading that offers various advantages over traditional share trading. CFD trading covers valuable sectors of the global economy including share CFDs, Forex CFDs, commodity CFDs, and treasury CFDs.







Technology & Innovation

Technological Advancements

The development of CFD trading has been significantly influenced by technological improvements. Investors can easily access their trading accounts from any location at any time. In order to take advantage of market opportunities, traders now have access to real-time price updates, sophisticated charting tools, and algorithmic trading skills that are already standard.

Innovations in Business and Technological Progress

The CFD trading market is still developing as a result of technical improvements. To improve the trading experience, brokers and trading platforms are always adding new features and tools. This includes the integration with other financial products, such as crypto currencies, sophisticated order types, and tools for real-time market analysis.

Media Mentions & Accolades

Learn More





THANK YOU

READY TO TAKE ON THE CFDs JOURNEY?

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