
Aravis Capital

Company Summary

Description

Aravis Capital Ltd is an independent fund introduction and marketing business based in London, established in 2010. The co-founders of the company are James Alexander, Chief Executive, and James Parker, Chief Operating Officer.

Today the firm has 11 employees engaged in fund introduction, distribution, marketing and operations.

The firm was established to provide third party capital raising services to fund management companies looking to outsource their sales, marketing and client servicing requirements to a professional services firm. This principal activity remains the firm's core focus and today additionally encompasses a range of branding and social media activities in support of this.

Aravis Capital was named by HedgeWeek/Bloomberg as Best Third-Party Marketing Firm in its awards in 2021, 2022, 2023, and 2024.

Asset Raising

Since 2010 Aravis has raised over \$6 billion dollars for its clients. Clients are typically overseas-based long-only investment managers managing or advising UCITS funds. Investors are typically (i) aggregators of private wealth, either through multi-branch professional service firms or multi/single family offices, (ii), pension and insurance funds or (iii) general purpose investment vehicles.

Geographically, the firm focusses on European investors, with particular strengths in the United Kingdom, France, Switzerland. The Nordics, plus Spain, Italy and the Benelux countries are an increasingly important part of the firm's network. In other parts of the world, Aravis has strategic relationships with independent fund distributors in the USA, Middle East, Israel, Asia-Pacific and German speaking Europe.

As a supplementary service to its clients, Aravis offers an Irish UCITS fund platform solution, Aravis Funds (Ireland) ICAV allowing clients to launch and manage their own branded UCITS funds. For these platform funds, Aravis Capital provides a comprehensive sales and marketing service globally, leaving fund managers free to focus on their core competence of investment management.

Legal Structure

Aravis Capital Ltd (FRN 1015146) is authorised and regulated by the Financial Conduct Authority.

Clients

UCITS Funds: Aravis works with only a small number of carefully screened investment managers, with the aim of meeting their capital raising targets through the introduction of high quality and long-term investors from around the world. As of 2025, Aravis is the European fund distributor of the UCITS funds of **Edgewood Management**, **Spyglass Capital Management** and **FountainCap Research & Investment**. Both these last two managers have



their UCITs funds on the Aravis ICAV platform. In 2025 it is anticipated that Aravis will add two further funds, an India fund and a sustainable Global Equities fund.

Firm Structure

The Distribution Team, headed by Kit Sanford, consists of 5 professionals. Each team member is responsible for building and maintaining their own relationships with asset allocators in their geographical region.

The Marketing Team, headed by Arlette Lee, supports the firm, its clients and the Distribution Team through traditional marketing means as well as webinars, podcasts, and in-person conferences, plus effective and frequent social media activity.

The Operations Team is managed by Sophia Everitt and supervises the outsourced management of the Aravis fund platform, as well as the firm's general financial operations. The Compliance Officer is James Parker.

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