



## 1. 公司简介

# 加易付投资咨询管理公司业务说明书

公司名称: 加易付(香港)控股有限公司

成立年份: 2021 总部位置: 香港 愿景与使命:

愿景: 成为全球领先的金融咨询和投资服务提供商。

使命: 通过卓越的金融服务和创新解决方案, 为客户创造长期价值。 核心价值: 诚信、专业、创新、客户至上

2. 业务概览 加易付咨询公司提供全方位的金融服务, 主要包括以下业务领域:

- 投资银行
- 资产管理
- 投资研究
- 财富管理
- 交易与销售
- 投资管理
- 私募股权

## 3. 投资银行业务 企业融资:

提供企业首次公开募股 (IPO) 和后续股票发行的承销服务。 协助企业进行债券发行和其他形式的债务融资。 提供并购重组的战略咨询和实施支持。

资本市场服务:

提供股票和债券市场的承销服务。 为企业和机构投资者提供私募股权融资方案。 财务顾问: 提供企业战略咨询服务, 帮助优化资本结构。 为企业提供财务重组和资本运作的专业建议。



#### **4. 资产管理业务** 机构资产管理:

为机构投资者（如养老金、保险公司等）提供投资组合管理服务。 基金管理:

管理多种类型的基金，包括对冲基金、共同基金等。 私人财富管理:

为高净值个人和家庭提供定制化的资产管理和财富规划服务。

#### **5. 投资研究** 市场分析:

提供全球市场的宏观经济分析报告。 行业研究:

进行各个行业的深入研究，提供专业的行业趋势和发展报告。 股票研究:

分析个股和股票市场趋势，提供投资建议和分析报告。

#### **6. 财富管理** 投资组合管理:

根据客户需求定制投资组合，优化资产配置。 财务规划:

提供全面的财务规划服务，涵盖税务、遗产、保险等方面。 退休计划:

帮助客户规划和管理退休资产，实现长期财务目标。

#### **7. 交易与销售** 固定收益交易:

进行债券、外汇和商品等固定收益产品的交易。 股票交易:

提供股票和股票衍生品的交易服务。 衍生品交易:

交易期权、期货和其他金融衍生产品。



## 8. 投资管理

主动管理:

提供主动投资策略和管理服务，追求超额回报。 被动管理:

提供指数基金和 ETF 的管理服务，追求市场平均回报。 另类投资:  
包括房地产、私募股权和对冲基金等投资。

## 9. 私募股权 直接投资:

对企业进行直接股权投资，支持其成长和发展。 并购:

参与企业并购和整合，创造协同效应。 基金投资:

通过私募股权基金进行投资，分散风险。



## **Business Statement of Ezpays Corp Consulting Management Company**

Company Profile Company Name: EZPAYS CORP LIMITED

Year of establishment: 2021 Headquarters location: Hong Kong

Vision: To become a leading global provider of financial consulting and investment services. Mission: To create long-term value for customers through excellent financial services and innovative solutions. Core values: Integrity, Professionalism, Innovation, Customer First

### **1. Business Overview:**

Ezpays Consulting Company provides comprehensive financial services, mainly including the following business areas:

Investment Banking Asset Management Investment Research Wealth Management Trading and Sales  
Investment Management Private Equity

### **2. Investment banking business enterprise financing:**

Provide underwriting services for initial public offerings (IPOs) and subsequent stock issuances of enterprises. Assist enterprises in issuing bonds and other forms of debt financing. Provide strategic consulting and implementation support for mergers and acquisitions. Capital market services:

Provide underwriting services for the stock and bond markets. Provide private equity financing solutions for enterprises and institutional investors. Financial Advisor:

Provide corporate strategic consulting services to help optimize capital structure. Provide professional advice on financial restructuring and capital operations for enterprises.



### 3. Asset Management Business Institutions Asset Management:

Provide investment portfolio management services for institutional investors such as pension funds, insurance companies, etc. Fund Management:

### 4. Manage various types of funds, including hedge funds, mutual funds, etc. Private Wealth Management:

Provide customized asset management and wealth planning services for high net worth individuals and families.

### 5. Investment research market analysis:

Provide macroeconomic analysis reports on the global market. Industry research:

Conduct in-depth research on various industries and provide professional industry trends and development reports. Stock research:

Analyze individual stocks and stock market trends, provide investment advice and analysis reports.

### 6. Wealth Management Investment Portfolio Management:

Customize investment portfolios based on customer needs and optimize asset allocation. Financial planning:

Provide comprehensive financial planning services, covering taxation, inheritance, insurance, and other aspects. Retirement plan:

Assist clients in planning and managing retirement assets to achieve long-term financial goals.



#### 7. Transactions and Sales Fixed Income Transactions:

Trading fixed income products such as bonds, foreign exchange, and commodities. Stock trading:

Provide trading services for stocks and stock derivatives. Derivative trading:

Trading options, futures, and other financial derivative products.

#### 8. Proactive investment management:

Provide proactive investment strategies and management services, pursuing excess returns. Passive management:

Provide management services for index funds and ETFs, pursuing average market returns. Alternative investments:

Including investments in real estate, private equity, and hedge funds.

#### 9. Private equity direct investment:

Direct equity investment in enterprises to support their growth and development. merger:

Participate in corporate mergers and acquisitions and integration to create synergies. Fund investment:

Investing through private equity funds to diversify risks.