



Introducing Affinity Sports

A PERSONALISED CONCIERGE SERVICE TAILORED TO THE NEEDS OF INDIVIDUALS WORKING IN SPORTS



Established in 2004, we have offices in the UK, USA, Cayman Islands, Isle of Man, and Malta. We offer a comprehensive range of in-house solutions for sports professionals at all stages of their careers, whether just starting, at the peak of their success, or planning for a future beyond sports. As a regulated business in multiple jurisdictions, we prioritise operating with integrity. Our main focus is to protect our clients' interests, preserve their wealth, and assist them in managing the physical, emotional, and financial pressures of working in sports.

OUR SERVICES

- Boutique Lifestyle Concierge
- Finance and Lifestyle Management
- Formation of Entities: Companies, Foundations, and Trusts for asset ownership and wealth protection.
- Luxury Asset Management: Includes forming entities to own/charter aircraft and yachts, investments, property, and art.
- Personal Brand and Media Management
- Healthcare and Medical Support
- Public Relations and Media Management

WHO WE WORK WITH

Our solution is complete, holistic, and delivered in-house. When outside help is required, We independently source and recommend the following service providers:

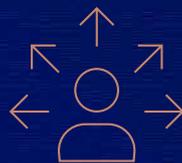
- Agents
- Independent Financial Advisors
- Investment Managers and Private Bankers
- Lawyers

CLIENT SEGMENTS



The Up and Comer

For individuals entering the sporting arena at the beginning of their journey, we assist with day-to-day financial management, including budgeting, planning for the future, and sourcing agents and IFAs to help build their careers.



The High Performers

For those at the peak of their careers, we help navigate the pressures of juggling lifestyle, professional, and family endeavours. Our concierge service handles day-to-day affairs, implements structures to protect wealth, and manages daily finances. We work with agents, IFAs, and investment managers to ensure cohesive protection of interests.



The Strategists

For those who have achieved personal and financial success, we help plan ahead to protect wealth, safeguarding legacies. We implement structures to preserve wealth through corporate and trust vehicles and keep personal brands and profiles active in later years.



A PERSONAL APPROACH TO CORPORATE, DIGITAL AND PRIVATE WEALTH SERVICES

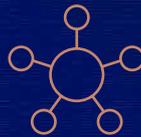
Our Experience

With over 20 years in the wealth management space, initially focusing on implementing structures to own luxury assets like yachts and aircraft, we have gained an in-depth understanding of the needs of sports clients. We identified a gap in the market for an independent organisation that works closely with agents, IFAs, and other industry stakeholders to safeguard and protect their interests. We act as our clients' personal family office, understanding their needs, wishes, and goals.



Proven Record of Performance

Established success in managing wealth and luxury assets for sports professionals with a history of excellence.



Global Network of Specialists

Access to a world-class network of financial institutions, advisors, and healthcare professionals tailored to the sports industry.



Personal and Professional

Our commitment to understanding your unique needs ensures a personal and professional service.

LET'S CONNECT

Andy has over twenty years of experience working with High-Net-Worth Individuals across multiple sectors, including aviation, sports, family office, and yachting.

Andy holds specialised expertise on global corporate structuring and private wealth planning and provides a client with a tailored solution that meets bespoke requirements.

Andy Morgan
Group CEO
Mob: +44 (0)7624 460996

Email: andy@affinityco.com
Tel: + 44 (0)1624 670583
Web: www.affintyco.com

