

Platform Provider To Family Offices Plans Asian Offices

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SRL Global looks east as ultra-high-net-worth family offices move assets to Asia

Statistical Research Laboratory Global, the provider of a data management platform to family offices with assets under management greater than €1 billion, is planning to open offices in Asia in the first quarter of next year.

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London-based Neil Puri, chief executive officer of SRL Capital, said the move is a response to demand from clients who are moving their assets to Asia, and that the company is considering opening offices in Singapore and Taiwan.

Puri explained: “We are seeing a huge demand from our European families who are moving their assets to Asia and so, by default, they need to be serviced in that region. Our clients will be awake at those times. They will actually be making investment decisions in Asia now. So because the investment world is 24/6, you need to be having processing plants in different regions and guys operating and running the support model to service that group. And then of course there are the Asian families who will start to grow in the next decade.”

SRL Global, which is based in London, has been discouraged from opening offices in North America by the regulatory situation there, according to Puri: “The US is very obvious, but I don’t think it is for us. The regulations coming out, certainly Dodd-Frank, makes it so penal for our families to be onshore now.”

SRL Global was established in 2007. Its Nexus Platform provides an integrated infrastructure that aggregates data from multiple sources and offers consistent and transparent reporting for ultra-high-net-worth family office with investments of more than €1 billion.