



THE ADAMIS PRINCIPLE
- LONDON -



Why us ? What makes us different ?

Adamis Principle consultancy services

Adamis Principle draws on deep experience across a network of consultants to assist financial services institutions in every region to find innovative ways to develop their Foreign Exchange businesses. Helping our clients optimise processes, streamline back office costs, review technology solutions and plan for the evolving digital and regulatory landscapes.

The Adamis Principle partners have over 30 years trading, sales and management experience at leading banks and work with a network of senior industry consultants and partners to deploy resource appropriately to clients.

Our extensive experience working in the industry enables us to leverage a strong alliance network with leading financial markets technology vendors.

We are a small consultancy utilizing only experienced industry professionals within our talent pool. Our consultants offer a personal service and have extensive market knowledge and broad business networks.



Our clients

Our clients are global financial institutions across Europe, the US and APAC region.



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RETAIL
BROKERAGE
- 
REGIONAL
BANKS
- 
FINTECH
START UPS
- 
TRADING
PLATFORMS
- 
EXCHANGES
- 
TECHNOLOGY
VENDORS

Product coverage

- **Business Development** – New client origination, marketing
- **Prime Brokerage solutions** – Optimisation and cost reduction
- **Liquidity** - Sourcing, distribution, client profiling and optimisation
- **Technology** – Front to back technology consultancy
- **Seed Capital** – Fund raising and investment for growing businesses
- **Executive search** – Sourcing high calibre candidates from our network



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Our values

- Discretion
- Trust
- Confidence
- Reliability
- Great Communication

We will operate as a strong corporate ambassador for your company when liaising with the market.

Recent examples of consultancy projects

Business development – Introduced an emerging market specialist bank to new Sell & Buy side relationships

Prime brokerage – Introduced new PB solutions to retail FX startup and co-project managed the product integration

Testimonial

Chris Ling - CEO - Alpin Ltd
We found the support from the team at Adamis Principle invaluable. As a fintech start up, we required a cost effective solution to help us navigate the complex FX OTC market microstructure. We have fully utilised the skillset of the experienced consultants, leveraging their broad networks for business development, technology and liquidity Consultancy.

