



★ Trustpilot



An introduction to Holborn Assets

Right money. Right place. Right time.

www.holbornassets.com



Robert Parker, CEO

All of our advisers adhere to tough global regulatory standards. As such, they approach financial planning in a holistic and compliant manner.

We are not sales driven. We are professional advisers adhering to the company's mission which is to ensure that you get quality, independent advice and service.

We strive to ensure that your money is placed in the right opportunities at the right time and that you are treated with integrity and respect.

Our unparalleled industry relationships mean we can make available superior investments and protection solutions for the increasingly sophisticated expatriate community.

A handwritten signature in dark blue ink, appearing to read "Rob Parker".



Your gateway to a more secure future

Established in 1998, Holborn is a British financial advisory firm founded in Dubai, UAE. At Holborn we offer a spectrum of services to help you reach your financial goals.

Employing over 750 people with offices spread across the globe, Holborn has become one of the largest independent financial advisory firms in the world today. Our growth year on year is testament to our commitment to provide a service over and above our clients' expectations.

Holborn has over 250 qualified advisers across the globe, assisted by over 300 back office and administration support staff, servicing over 20,000 clients and over \$2bn of assets worldwide. As of 2025, we're also licensed by 13 regulatory authorities around the world.

At Holborn, we look to build long-term relationships with our clients, providing the best possible unbiased, independent advice, backed up with the cutting-edge IT solutions one comes to expect in the modern world. We aim to put the right money in the right place at the right time.

We're multi-award-winning financial experts

Our customers say

Excellent



4.8 out of 5 based on 2,018 reviews

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Our advisers are dedicated to helping our clients build their financial future through expert guidance and strategy.

We've won multiple awards celebrating our excellent customer service and are highly rated on Trustpilot, so you have peace of mind that your assets are safe with us.

We have over 250 advisers across the globe waiting to help you build a safe and secure financial future, with peace of mind knowing that you and your loved ones have a plan in place. If you'd like to discuss how we could help you, don't hesitate to get in touch.



Over 25 years of achievements and we're just getting started...



20,000+
Clients
Worldwide



\$2 Billion+
Assets Under
Management



18
International
Offices



750+
Members
of Staff

Our locations

Our company was established in the United Arab Emirates in 1998, growing dramatically in recent years. We have made significant investments in infrastructure to support this growth to ensure we maintain our leading position.

We currently operate worldwide through our offices in Europe, South Africa, Middle East and South East Asia. We have an established global client base, so rest assured we can continue to provide the best financial support in many jurisdictions.

Wherever we operate, we adopt the highest regulatory standards. Below is our selection of international offices available to you.

View a full list of our locations and their contact details on [our website](#).



United Arab Emirates
Dubai



United Kingdom
Bournemouth
(Support office)



Hong Kong
Hong Kong



Vietnam
Ho Chi Minh



Spain
Malaga



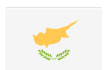
Malaysia
Kuala Lumpur



Portugal
Loule



Mauritius
Grand Baie



Cyprus
Paphos
Limassol



South Africa
Johannesburg
Cape Town
Durban
Vredendal
Winelands



Australia
Sydney



Saudi Arabia
Riyadh



Thailand
Bangkok
(Support office)

Retirement Planning

The sooner we all start planning, the better

Retirement planning might sound premature to many, but here at Holborn, we have a wealth of experience in helping clients to safeguard their retirement, no matter how far away it might seem right now, without making it a burden on your current lifestyle.

You may think that retirement is too far away to worry about, but the years pass by ever faster and if you start early, you will be pleased that you did, so that you will not be running to catch up.

Many of us look forward to retirement as the chance to take a well earned break from the stresses of working life, or to have the choice to work far less. But without a solid financial plan in place, expatriates in particular can find themselves struggling.

Our advisers help you plan the bigger financial picture, bringing together your retirement plan with your legacy plan.

We offer experienced and coordinated advice on solutions such as UK state pensions, saving for retirement, investments, Will writing, trusts and funding options for long-term care.



One size fits all? Not when it comes to insurance...



As part of our holistic approach, Holborn cherry-picks the best products and funds from our network of professional partners on your behalf.

You can get top savings for insurance with the international access to products that we offer at Holborn. Our focus is on saving you money as well as keeping you safe over the long run.

Our advisers work with clients to ensure that they are protected against the three biggest financial risks: losing a long-term partner who is a breadwinner, falling seriously ill, and becoming disabled.

We know it's not easy talking about these things, but the reality in the long run can be much worse if these risks are not addressed now. Without sound financial planning, the consequences of death, illness or disability can be disastrous.

Get protection for your family now for real peace of mind.

Our insurance products

Choosing the right type of expat insurance is not always an easy task. The financial industry offers a vast array of insurance products and different levels of cover to suit each and every need. Finding a suitable insurance policy to match your financial plans requires careful market research and detailed evaluation.



Critical Illness Insurance

Taking out critical illness cover is the right way to make sure that any unexpected sickness wouldn't derail your financial planning and, more importantly, the way you and your family live.



Income Protection Insurance

Your income makes sure that you and your family can maintain the way of life you want and offers a shield against any unexpected events, including health problems. Your income is your safeguard and without it, things could turn for the worse, fast.



Life Insurance

If you have any dependants who rely on you financially, then you need life insurance. An unexpected life-changing event such as death could be followed by severe financial stress for the ones left behind.

Investments

Our products and services provide growth in today's markets for your financial future.

We all want a secure financial future and the way to do that is by investing in a way that is right for you. We will only advise you to invest in funds or plans that fit with your personal risk profile, needs, objectives and investment horizon.

Sensible investment can ride out market fluctuations. With the right ongoing management, we work together to meet your needs.

At the heart of our service is our offering of a comprehensive range of investment

options including mutual funds from all sectors and in multiple currencies, ETFs, structured products, currency transfers and more.

You can invest on a monthly basis, as a lump sum or a combination of the two. There really is something for everyone, no matter how much they can invest at each life stage.



Holborn Property

We facilitate access to exciting off-plan & completed property developments across the UK. As an introducer, we connect clients with exclusive developers and service providers who can hold your hand throughout the entire process.

Holborn Property collaborates with well-established and reputable UK property developers and agents. Our Partners have extensive experience in property investments, working with offshore clients worldwide.

As an introducer, we connect investors with Partners who have access to exciting opportunities that align with their goals, wherever they are in the world



Why choose Holborn Property?

As an introducer and facilitator, we connect clients with professionals who can support you.



Purchase

We can introduce you to mortgage providers, solicitors, and other specialists to help navigate the purchase process.



Rent

Once your purchase process is complete, we can connect you with property management professionals who assist with rental agreements



Maintain

We can introduce you to property maintenance specialists who can help manage your investment hassle-free.



Sell

If you decide to sell, we can facilitate introductions to relevant professionals who can assist you through this process too!

Holborn Pass

We're one of the market leaders in
Citizenship and Residency by Investment

In the past few years, the world has changed dramatically. For people who would like to broaden their business horizons or want to provide their families with a better future, global mobility is essential.

What is Citizenship by Investment (CBI)?

A quick and smart way to achieve your goal is to obtain a second passport or golden visa through a citizenship or residency by investment programme. Obtaining citizenship or a residency permit can allow you and your family greater mobility in the European Union (EU), the United Kingdom (UK), the United States (US) and many other jurisdictions

To suit your needs, Holborn has a comprehensive suite of solutions. Holborn's broad variety of investment schemes for citizenship residency includes 18 European, North American and Caribbean countries. The majority of the programmes allow visa-free travel to more than 150 countries around the world.

500+

Families helped to
gain citizenship or
residency

40+

Client nationalities
we have assisted
to completion

\$300 million

Amount we have
invested in CBI
programmes

Other advantages that come with ensuring dual citizenship include being able to plan the education of your children in a foreign country, plan your retirement and take advantage of new business opportunities while protecting your family's future.

Our advisers will help you find out how any of the several citizenship & residency

programmes can benefit you and your family. Avoid the complications of application processes – let our experts do the heavy lifting for you.

Through our global partnerships with prestigious law firms, developers and financial institutions, we can introduce you to the most suitable residency and citizenship opportunities.

Holborn Exchange

All your assets and liabilities in one place

At Holborn, we believe it's important our clients know exactly how their portfolio is performing at any time.

The Holborn Exchange consolidates all of your investments so you can conveniently view them without opening multiple sites all with different usernames and passwords.



**Aggregated
Valuations**



**Information
Available 24/7**



**Fund Fact
Sheets**



**Analysis &
Performance**

Introducing the Holborn App

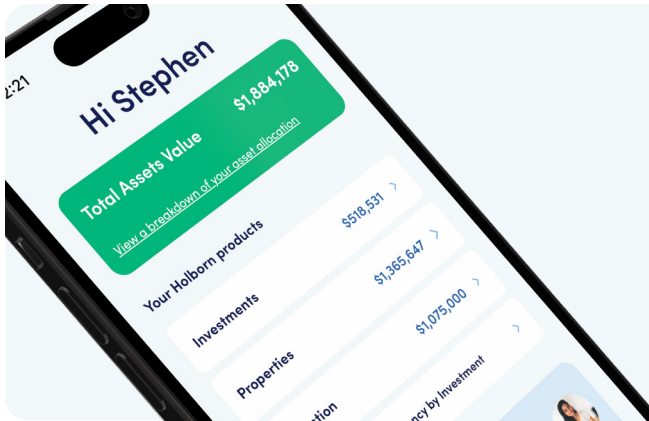
Experience a seamless, secure, all-in-one financial
management solution that fits in your pocket



All the tools you need, in one App

View a snapshot of your finances

Get a clear understanding of your financial picture



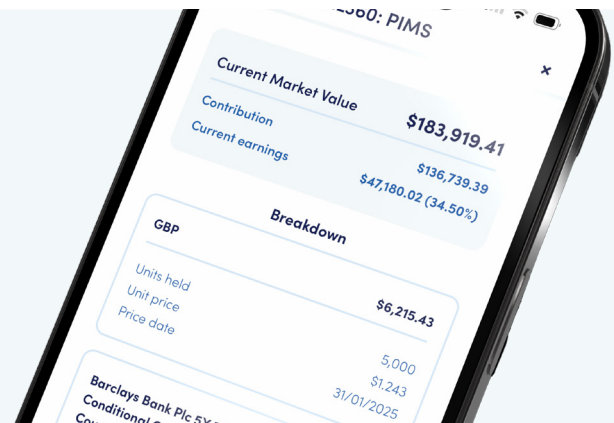
View a comprehensive and transparent breakdown of your financial assets and see how your money is allocated across key areas, such as investments, insurance, and property.

Track investment performance

The Holborn App puts essential market data at your fingertips

Track and monitor the performance of your investments by analysing key metrics and staying updated on market trends.

You can also view a visual breakdown of your portfolio to know exactly where your money is invested.



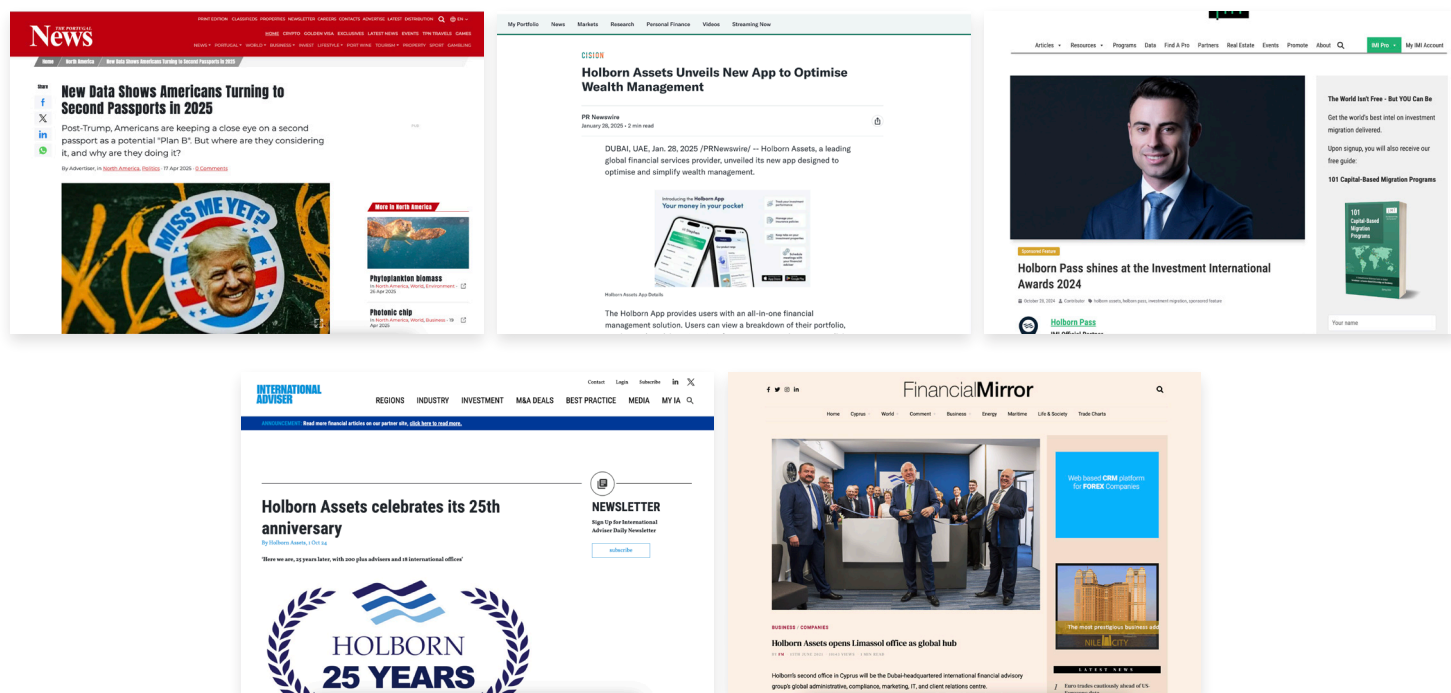
View, manage & track CBI/RBI applications

Our investor visa application tracker is the first of its kind

Holborn in the Press

At Holborn Assets, our reputation for excellence has been recognised by some of the world's leading media outlets. We are proud to have been featured across respected news platforms, highlighting our commitment to providing trusted financial advice and global wealth management solutions.

These features reflect the strength of our expertise, the value we bring to our clients, and our growing influence in the financial services industry.



We have been featured in

Holborn Assets is rated
Excellent



Don't just take our word for it...

Read verified reviews from our clients around the world

Professional service

It has been a couple of months I am trying to understand the citizenship by investments programmes available in the world, and I spoke to many companies, the informations I was getting made me even more confused. I then spoke to Holborn, who made everything clear to me and easy to understand throughout the process.



Holborn Assets are a fantastic company

For anyone looking to invest their money in a clear, effective way then I would highly recommend them. I have been really impressed with their communication and customer care. Thank you!



Excellent customer service

Overall, it was an excellent experience with an exceptional eye for detail. Moving assets out of the US has been a lengthy process, but the team has been very responsive to all my questions. They have made me feel amazingly comfortable working with them in what can be a stressful experience.



Impartial advice

Clear, jargon-free advice and the patience to explain when I wasn't clear.



You can read over 2,300 reviews of our service at our [Trustpilot page](#)



Keep up with Holborn on Social Media!

Join over 60,000 others across our social channels



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Investments generally entail risks, the degree of which depends on the nature of each investment and may not be suitable for all investors.