

LGHL



## COMPANY OVERVIEW

Lion Group Holding Ltd (Nasdaq: LGHL) operates a proprietary trading platform offering retail and institutional investors an array of financial services and products, including equity derivatives, contracts for difference (CFD), insurance, futures and securities brokerage, and over-the-counter (OTC) options.

Headquartered in Singapore and with licenses in multiple jurisdictions, LGHL serves primarily affluent, well-educated Chinese investors seeking exposure to global markets. With a suite of user-friendly apps, LGHL provides clients access to an all-in-one platform supporting total return swap (TRS) trading, leverage, and flexible risk management tools tailored to Chinese retail appetite for more complex trades.

Positioning itself in high-growth potential markets, LGHL looks to capitalize on its regulatory advantages and Hong Kong-led partnerships while expanding regionally.

## KEY CONSIDERATIONS

- Operates a proprietary all-in-one trading platform with a diverse product suite including OTC options, CFDs, TRS trading, futures, insurance, and brokerage services.
- Positions in high-growth markets, including Hong Kong OTC options and Southeast Asia, leveraging partnerships and licenses in favorable jurisdictions.
- Focuses on serving educated, affluent Chinese investors seeking exposure to global assets and more sophisticated trades.
- Provides access to complex products with leverage and flexibility tailored to Chinese retail risk appetite.
- Plans continued regional expansion by targeting Chinese HNWIs and institutional clientele abroad.
- Led by an experienced financial services management team with 15+ years in the industry on average.

# LION GROUP HOLDING LTD: A COMPREHENSIVE SUITE OF FINANCIAL PRODUCTS AND SERVICES

Offering Chinese investors diverse investment opportunities and risk management strategies through its proprietary trading platform.

## SCALABLE PROPRIETARY PLATFORM

Lion Group's self-built trading platform supports continued expansion of products, services, and customer base.

## FOCUSED ON CHINESE INVESTOR DEMAND

Tailored platform and product mix deliberately targets underserved retail and institutional investors.

## STRATEGIC MARKET POSITION

Licenses in favorable jurisdictions like Hong Kong enable the development of bespoke offerings with high growth potential.

## REGULATORY ARBITRAGE

Lion's structure maximizes its ability to offer specialized products not accessible through mainland China exchanges.

## SEASONED LEADERSHIP

The senior executive team has, on average, 15+ years of experience in financial services at leading firms.

## PARTNERSHIPS SUPPORT GROWTH

Collaborations with prominent institutions like CICC and AIA facilitate business development.

# EMPOWERING GLOBAL ACCESS AND SOPHISTICATED TRADES

Lion Group's proprietary trading platform continues serving clients and generating revenue - facilitating over 1,500 revenue-generating accounts. With licenses across multiple jurisdictions, management aims to offer more products while expanding its customer base regionally.

By targeting Chinese investors, Lion Group taps into a market of sophisticated retail traders and institutions seeking higher leverage products not accessible on mainland exchanges. Catering to this appetite, Lion Group's platform provides tailored offerings and flexibility.

Lion Group holds licenses in Hong Kong, a strategic market with high growth potential for bespoke products. Recent collaboration with prominent institutions has enabled Lions Group to launch OTC stock options to expand trading products with immense upside as the Hong Kong market grows.

Lion Group's structure provides regulatory arbitrage, unlocking the ability to offer specialized investment products and leverage above mainland China limits through their Cayman Islands and Hong Kong licenses.

Lion Group is led by CEO Chunning Wang, who serves with over 15 years of experience in finance, including leadership roles at Hengfeng Bank and China Minsheng Banking. Also part of the executive leadership is Chief Operating Officer Hua Luo, who brings deep financial services industry expertise to his director role. This core management team aims to leverage its backgrounds in banking and finance to further expand the proprietary trading platform and offerings.

Lion Group has cultivated partnerships with leading institutions like CICC, GTJA, CITIC, GH Financial, AIA, Prudential and StoneX. These collaborations support Lion Group's product expansion, market reach, and liquidity needs as the business scales.

**\$13.3 MILLION**

Total Revenue in 1H 2023

**\$1.9 BILLION**

Est. 2025 HK Options Market Size

**15+ YEARS**

Avg. Experience of Exec. Mgmt.

**8**

Licenses In Favorable Jurisdictions

# LEADERSHIP



**CHUNNING WANG**  
**DIRECTOR & CHIEF EXECUTIVE OFFICER**

- 15+ YEARS OF EXPERIENCE IN FINANCIAL SERVICES INDUSTRY
- JOINED LION IN MAY 2019 AND HAS BEEN RESPONSIBLE FOR LION'S OPERATIONS AND FUND RAISING ACTIVITIES
- SERVED AS A DIRECTOR AND THE CHIEF EXECUTIVE OFFICER OF LGHL UPON CONSUMMATION OF THE BUSINESS COMBINATION



**HUA LUO**  
**DIRECTOR & CHIEF OPERATING OFFICER**

- 15+ YEARS OF EXPERIENCE IN FINANCIAL SERVICES INDUSTRY
- JOINED LION IN SEPTEMBER 2017 AND HAS SERVED AS THE DIRECTOR, THE RESPONSIBLE OFFICER AND THE CHIEF RISK OFFICER IN A NUMBER OF LION'S SUBSIDIARIES.
- SERVED AS THE CHIEF OPERATING OFFICER OF LGHL UPON CONSUMMATION OF THE BUSINESS COMBINATION



**SZE HAU LEE**  
**CHIEF FINANCIAL OFFICER**

- 15+ YEARS OF EXPERIENCE IN FINANCIAL SERVICES INDUSTRY
- MEMBER OF HONG KONG INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS AND INSTITUTE OF CHARTERED ACCOUNTANTS IN ENGLAND AND WALES
- JOINED LION AS A CORPORATE FINANCE DIRECTOR IN MAY 2019, MAINLY RESPONSIBLE FOR LION'S FUND-RAISING ACTIVITIES
- SERVED AS CHIEF FINANCIAL OFFICER OF LGHL UPON CONSUMMATION OF THE BUSINESS COMBINATION



**YAN ZHANG**  
**DIRECTOR & PRESIDENT**

- 15+ YEARS OF EXPERIENCE IN ACCOUNTING AND FINANCE
- MEMBER OF AMERICAN INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS AND MEMBER OF THE NEW YORK INSTITUTE OF INTERNAL AUDITORS
- SERVED AS THE PRESIDENT AND DIRECTOR OF LGHL SINCE MAY 2021 AND OCTOBER 2021 RESPECTIVELY