

2022 BROCHURE

WELCOME TO

UPWARD FINANCE

WWW.UPWARDFL.COM

UPWARD FINANCE

COMPANY OVERVIEW

- Upward Finance offers an array of investment products. Our primary focus has been on emerging and rapid growth digital currency markets with an emphasis on top cryptocurrencies, forex and indices.
- We have built an unrivalled platform that provides real-time access to capital markets, enabling tailor-made trading and investment strategies, while allowing individuals to analyze and risk manage their wealth with the tools of professionals.

We are proud to work at the highest ethical standards of trading and offer some of the most dynamic and high-performing trading strategies available.

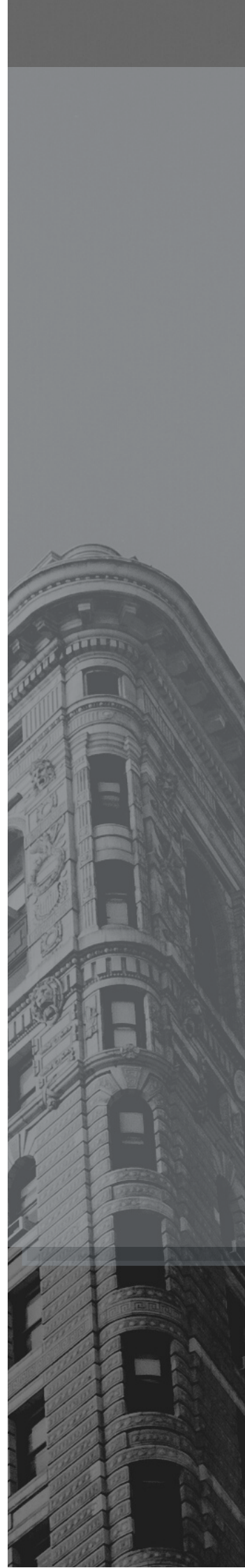
- Our company was founded with a vision to transform an industry dominated by opaque prices and constrained services. From the virtue of pursuing win-win relationships with our clients and partners, we are revolutionizing the digital currency industry – decreasing costs while increasing accessibility and transparency.

What started as an idea inside the mind of an entrepreneur is today a global multi-asset trading and investment company operating in financial centers around the world with clients throughout the global trading and investment community.

At Upward Finance our conviction is that every great relationship is based on win-win. Whether with clients, partners or employees, we only win when they win. In the end, the value of money and accomplishments depends on how it's earned – and we do not compromise long-term progress for short term success.

- In Upward Finance, we accelerate opportunities by leveraging on fast-moving and accelerating technology, we continuously aim to improve the experience of navigating financial markets.

For over 7 years, we've been empowering clients by helping them take control of their financial lives. Today, we're proud to continue to deliver exceptional access to educational resources, and service to help you pursue your goals with confidence.



WHAT WE DO...

- Forex Trading
- Indices Trading
- Crypto Trading
- Enterprise Spot Trading on OKEx, Binance and Huobi
- Futures trading on Bitmex and Binance using trading APIs developed, patented and licensed by Canaan Investments.
- Crypto trading Security protocol.
- IEOs (Initial Exchange Offerings) Security projects
- Crypto Arbitrage covering over 15 top exchanges
- Staking
- P2P and large scale OTC brokerage.

OUR GOAL

- Providing the best portfolio results for investors having a managed account

Trade with a tested and trusted internally-developed strategy that ensures steady influx of profits to our investors.



OVERVIEW

HIGHLIGHTS

20%

INCREASE IN GROSS
REVENUE IN 2021

22%

IN NET INCOME IN 2019

17%

DECREASE IN GROSS
EXPENSE FROM 2015 TILL
DATE

35%

INCREASE IN TOTAL
INVESTMENTS (2020)

Our investors are usually encouraged to have more than one asset class to maximize profits and achieve investment goals

In 2017, with the advent of cryptocurrencies and a sense of the impending boom, the Upward Finance team structured the business around cryptocurrencies. The Upward Finance Strategy was created. This strategy eventually yielded a three-pronged success streak of BTC, ETH and BCH trading over the years.

In 2018, a team of brilliant engineers from the UK, Luxembourg, Hong Kong and Iceland came together to create the Ultra Enterprise software. The Ultra Enterprise has undergone several software and hardware update iterations since.

Between 2014 and 2017 Upward Finance helped grow and improve the online trading experience for private and institutional investors. The company started offering online options order entry.

In December 2018, the company received full insurance for \$500,000,000 from PING AN Insurance in Hong Kong. Patents for the Ultra Enterprise 7.1 were filed.

In March 2019, the company achieved a client base of 5,000. Asset bases surpassed \$75,000,000 the same month.

In May 2020, the company added more than 500 new cryptocurrencies to its trading arsenal, boosting asset bases to levels exceeding \$150,000,000.

Upward Finance is made up of a team of cohesive team of professionals as we have some of the best team of professional traders in the cryptocurrency market today.

OVERVIEW

Our Portfolio

We trade over 1,200 crypto-coins and tokens on our partner exchange platforms in order to yield outstanding return rates. Our cryptocurrency database is ever expanding, and we always put out the feelers in order to rake in the earliest information so we can stay ahead of the market. We aim to be first to receive any cryptocurrency-related news, so we can move and cash out before other traders get wind of the news. The early bird gets the worm!

Clients can invest in Upward Finance trusting in its safe and secure platform, its several levels of cybersecurity, and its reliable business model which yields steady profits for the investor, company, and partner platforms all at the same time!

The Ultra Enterprise 7.1

The Ultra Enterprise 7.1 is a wonder of modern-day software engineering. Written primarily in Python, the machine learns at a very rapid rate. It continues to adjust and adapt to the marketplace, gradually building itself to perfection with the aid of the ever-gallant engineers at R-W Soft (Upward Finance' Software / Hardware division)

The Ultra Enterprise 7.1 is built on one guiding principle, which is "Never make a mistake twice." As a result, it comes back stronger after every loss, each time learning a different way not to approach the market and countless other ways to make winning trades.

In time, we intend to perfect the Ultra Enterprise 7.1 into a machine we can lease to other trading companies so we can help them make profits for their clients as well. However, in the meantime, you can access its services exclusively via the Upward Finance platform. Benefits!

Market Indicator

The company maintains a database of all profitable crypto-coins to trade and regularly updates this database. This database of market information collected over the past few years allows the company to continuously improve and fine-tune the software and investment interface.

Our data supply engines are continuously updating our trading machines with relevant information. Once received, our servers sift through petabytes of information to highlight key pointers, which are fed to our trade-placing machines. After trades are placed, profits and losses are calculated, and the results are analyzed for the impact of the acquired information. This in turn notifies the information machines about specific data sets to curate and supply. This infinite transfer loop happens over the course of a few seconds in real time! With these tools, Upward Finance aims to stay ahead of the curve and maintain quality service delivery for the foreseeable future.

WHAT WE HAVE SO FAR

ONGOING PROJECTS

FOREX AND INDICES TRADING TOOLS

- Cyclo index trading formula (developed and patented by Upward Finance)
- MetaStock
- mt4
- TC2000
- eSignal
- NinjaTrader
- Wave59 PRO2
- VectorVest
- HedgeGuard
- Aroon indicator
- Fibonacci Retracement analytics software

CRYPTO TRADING TOOLS

At Upward Finance, we use complex analytical blockchain protocol patented and our intelligent and unique software 'Ultra Enterprise 7.1.

Upward Finance trades on the biggest exchanges in the world using APIs for Enterprise spot trading and crypto futures. Some of them are listed below;

Binance
Bitmex (API)
Huobi
Coinbase Pro

Upward Finance also partake in Staking support across different tokens.



CRYPTO ARBITRAGE

Where values differ, and cover the costs of trading, an arbitrage opportunity has opened.

This type of trading capitalizes on imbalances in prices between markets.

Simply put, this is when an asset is simultaneously bought and sold in two markets – often because they are being sold at slightly different prices.

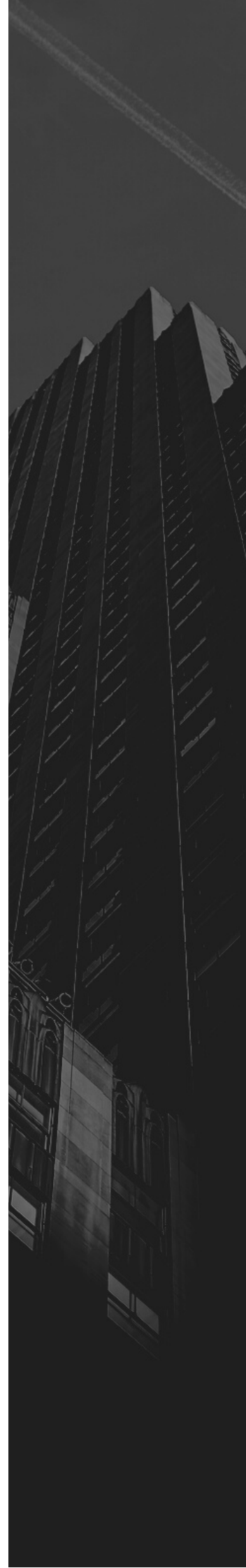
As an example, shares in a technology company might be on sale for \$35 on the New York Stock Exchange, but available for \$35.10 in London Stock Exchange. Sure, the difference is small – but speedily bulk buying the shares at the lower price and selling them for a higher price can result in a tidy profit for an eagle-eyed trader/broker.

This concept captures the very essence of arbitrage, and it is relatively low risk when compared with other strategies. Upward Finance traders apply this strategy directly to crypto trading across various exchange platforms.

- Fluctuations in crypto currencies can mean that pairs ends up undervalued or overvalued on exchanges. Markets are also imperfect, and synchronicity between every exchange can be hard to achieve. Asymmetrical information between buyers and sellers is also a breeding ground for arbitrage.

The Arbitrage Process

1. Monitor a market or asset. Check values at a range of brokers or market makers.
2. Where values differ, and cover the costs of trading, an arbitrage opportunity has opened.
3. Open positions on both “Buy” and “Sell” prices. Set trade size to ensure profit.



OUR STRATEGY

Getting to Know You

We usually will start by evaluating your current investment portfolio and financial planning.

We proceed to talk about your goals, priorities, and dreams then choose a path that will get you there while optimizing your current financial picture.

Developing and Agreeing on a flexible plan

We carve out a sustainable plan that will ensure that your financial goals and target for the agreed period is realized. Investors are also encouraged to have multiple asset class to maximize their returns.

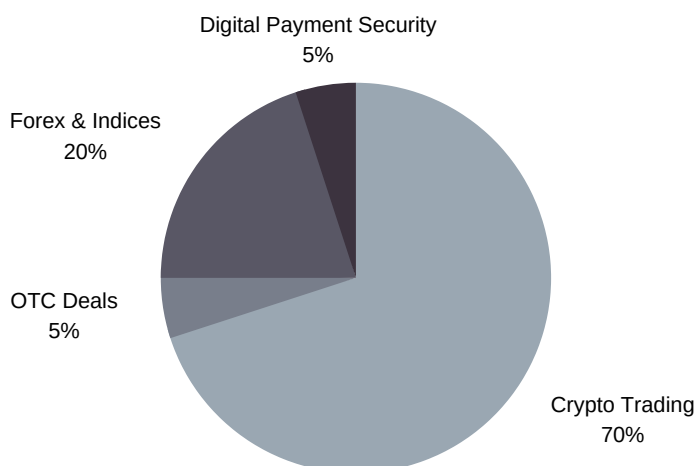
PERSONAL FINANCIAL PLANNING

We partner with you to manage your assets and grow your wealth.

This includes:

- Evaluating your income and expenses and consolidation of debts if needed thereby creating a plan to eliminate liabilities in time for retirement.
- Determining how much you can afford to invest in your portfolio.
- Recommending adjustments to your current portfolio to grow your wealth.

INVESTMENT SUMMARY



UPWARD FINANCE- Q2 REPORT

2021 HIGHLIGHTS

70%

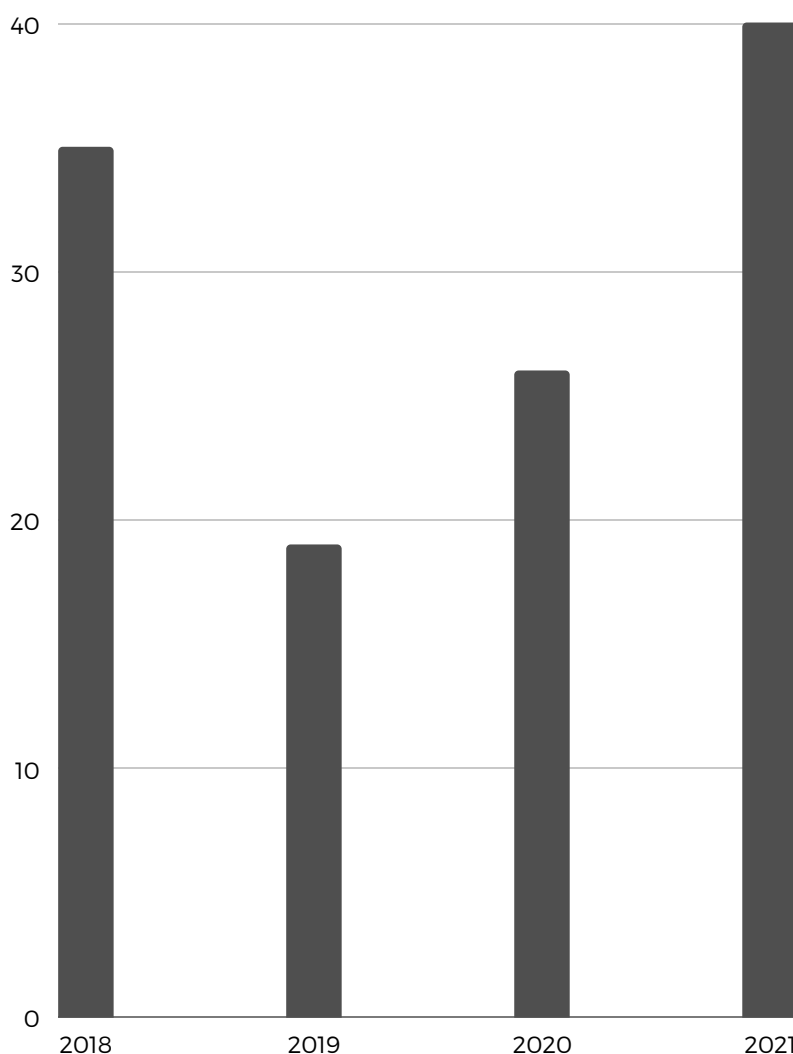
INCREASE IN OTC
DEALS (ETH TOPPING)

90%

SUCCESS RATE IN
ALT COINS TRADING

35%

INCREASE IN
OVERALL
INVESTMENTS



"In executing cost-effective trades, we are able to provide our clients with opportunities while expanding our reach and surpassing our goals."

OUR INVESTMENT PLANS



STARTER PLAN

7%

\$5,000 - \$19,999

ACTIVATE PLAN

8%

\$20,000 - \$99,999

BUSINESS PLAN.

9%

\$100,000 - \$999,999

UPWARD SPECIAL PLAN

15%

\$1,000,000 - \$10M

Our plans are weekly except Ethereum Staking plan which is redeemable on monthly basis. Our technology is revolutionizing the financial services industry by empowering millions across the globe to earn from trading and staking.

INVESTMENT PROCEDURE FOR PRIVATE AND INSTITUTIONAL INVESTORS

STEP 1

- Register on the company website and fill all the necessary details on the website and choose an investment plan.

STEP 2

- A payment invoice will be generated with payment details. Our company admin or support will send this invoice to your email, use details to make your investment transfer. We only accept payment in BTC or ETH.

STEP 3

- As soon as payment is confirmed, your trading account automatically sets up. With your unique Log in ID and password, you can monitor trades on the e-backoffice platform, no later than 24-hrs from time of payment.

STEP 4

- Our withdrawal process has been made seamless and hassle free. Click on the withdraw button on your dashboard when you log in and your withdrawal will be processed and sent within 1hr.



FAQS

How can I invest with Reward Capital?

- To make an investment you must first become a member of UPWARD FINANCE. Once you are signed up, you can make your first deposit. You can login using the member username and password you created during signup.

I wish to invest with UPWARD FINANCE but I don't have an any ecurrency account. What should I do?

- You can open a free Blockchain account here:
<https://www.blockchain.com/>
or <https://coinbase.com/>

How do I open my UPWARD FINANCE Account?

- It's quite easy and convenient. Follow this link, www.UPWARDFL.com/ fill in the registration form and then press "Register".

Which e-currencies do you accept?

- We Accept Bitcoins and Etheurems.

How can I withdraw funds

- Login to your account using your username and password and check the Withdraw section.

How long does it take for my deposit to be added to my account?

- Your trading account will be updated within 5 minutes after your deposit has been confirmed.

How can I change my email/password

- Log into your UPWARD FINANCE account and click on the "Account Information". You can change your e-mail address and password there.



FAQS

What if I can't log into my account because I forgot my password?

- Click forgot password link, type your username or e-mail and you'll receive your account information.

Is my investment profit paid directly to my currency account daily?

- No, profits are gathered on your UPWARD FINANCE account and you can withdraw them weekly.

How do you calculate the interest on my account?

- Depending on each plan. Interest on your UPWARD FINANCE account is acquired Daily, Weekly, Bi-Weekly, Monthly and Yearly and credited to your available balance at the end of your weekly trade cycle..

Can I make an additional deposit to UPWARD FINANCE account once it has been opened?

- Yes, you can. Just send a mail to support, admin or inform your portfolio manager/trader.

After I make a withdrawal request, when will the funds be available on my blockchain account?

- Your funds are usually available within 1 - 2 business hours from the time of withdrawal request.



WHY CHOOSE UPWARD FINANCE

UPWARD FINANCE have established strategies and objectives for your investment portfolios.

Platform security!

We have also built a foundation for a diverse asset mix that will produce long term returns.

Awesome trading APIs and arbitrage leverage.

We've proposed a structure for the allocation of your assets to maximise profits.



UPWARD FINANCE

...PUTTING YOUR MONEY TO WORK

REACH OUT TO US...

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support@upwardfl.com

**You could also reach us through your
Portfolio Manager and trader.**

UPWARD FINANCE

