Zheng He Capital Brings “The Art of Creating Alpha” to Singapore with Zheng He Bella Romaine

- Connecting the worlds of art, investment and tech -

**Singapore, 15 Nov 2022 – Zheng He Capital** (the “Company”), a leading asset management firm focused on fostering innovation, today announced the debut of its novel and exciting investment concept in introducing Museum-Quality Art as the next institutional asset class, available to broader generations. The event took place at SALT iConnections Asia Conference (“SALT”), Singapore.

As an Asset-Light Model, the newly introduced fund has its own ecosystem combining four pillars:

1) Networking and Sourcing Advantage;
2) Post-Acquisition Value Enhancement (PAVE®);
3) Digitalization, Fractionalization and Tokenization;
4) Z-art Exchange to enhance liquidity and build a data-driven ecosystem,

It constitutes a truly rare investment opportunity focused on internationally renowned museum-grade artwork with high potential for generating alpha, targeted to investors seeking Strategic Alternative Asset Allocation.

Zheng He Capital is well-positioned to capture this potential by bringing together a team of world-class experts with exceptional knowledge and experience in financial investment, fine art and technology.

- **Mr Eddie Law**, Chairman & Founder of Zheng He Capital, General Partner of ZH Bella Romaine Fund L.P, with over 30 years of experience in the financial industry, and
- **Ms Rosaline Wong**, Founder of HomeArt, General Partner of ZH Bella Romaine Fund L.P., and one of the world’s most respected art collectors.

**Mr Eddie Law** commented on the Company’s strategic move, “Zheng He Capital has always been a forerunner in striving to provide the underserved segment with access to the special investment opportunities exclusive to the Super-Rich. We have a proven track record in achieving this goal: in early 2010, we pioneered the strategy of using protein consumption as a proxy of GDP Growth for the BRICS, and later on, moved into Fintech and HealthTech Services. We are now carrying such philosophy and strategy into creating a new institutional asset class (Museum-Quality Art) to turn unownable into ownable”.
Ms Rosaline Wong commented, “We seek to remove any financial barrier that deprives art lovers and investors of the opportunity to experience the excitement and reward of owning museum quality art. ZH Bella Romaine will be your trusted and experienced partner investing in museum quality art. You are no longer bystanders. You are part of the action.”

To officially mark its debut into the art world, Zheng He Capital collaborated with the world’s leading auction house Christie’s and its President of Christie’s Asia-Pacific, Mr Francis Belin, to present the artwork “Dos Cabezas” by Jean-Michel Basquiat at SALT. “Dos Cabezas” is a painting created by American artist Jean-Michel Basquiat in 1982. The double portrait resulted from Basquiat’s first meeting with his idol, American pop artist Andy Warhol. “Dos Cabezas” which means “two heads” in Spanish, is based on the self-portrait Warhol took with Basquiat.

Beyond creating a new high-performing asset class inclusive of a wider investor and collector base, ZH Bella Romaine Fund L.P. is also deeply committed to sharing more artwork with the world and engaging with the community around artistic education and initiatives.

This new investment concept is backed by the Fund’s high-profile Founding Advisory Committee, comprising of:

**Honorable Chairman of ZHBR advisory committee:**

- **Dr Henry Cheng Kar Shun**, Chairman and Executive Director, New World Development Company Limited, Chow Tai Fook Jewellery Group Limited,

**Founding Advisory Committee Members:** (in alphabetical order)

- **Mr Kevin Ching**, Consultant Chairman Emeritus of Sotheby’s Asia
- **Mr Larry Gagosian**, Founder of the Gagosian Gallery
- **Mr David Ku**, Founder, Chairman and CEO of Webank Co Ltd
- **Mr Jack Lau**, Chairman of Swanland.AI
- **Mr Ketan Patel**, CEO of Greater Pacific Capital, Chair of the Force for Good Initiative
About Zheng He Capital
Zheng He Capital, Hong Kong and Singapore-based, is a leading capital management firm specializing in asset management, wealth management, co-investment opportunities and special situation investment. The Firm focuses on large-scale transactions and relies primarily on proprietary deal sourcing from its global network. For more information on Zheng He Capital, please check out: www.zhenghe-capital.com.

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