



East goes west: East Capital expands into the US and UK through strategic partnership with Champion Capital

East Capital Group is expanding into the US and UK institutional markets through a strategic partnership with Champion Capital, an institutional capital formation and advisory firm that works with specialist asset managers as a strategic growth partner providing direct access to sophisticated institutional allocators. The collaboration creates a platform to meet growing demand for emerging and frontier markets exposure in two of the world's largest investment markets.

For East Capital, the move represents a timely step in its international expansion. Founded in 1997 and fully independent since inception, the firm has built a reputation as dedicated emerging and frontier markets specialists. Its investment approach is research-driven and country-neutral, centred on bottom-up stock selection, local presence and disciplined risk management. Investment teams with lived market experience across multiple emerging and frontier regions provide the foundation for active, high-conviction portfolios.

The expansion into the US and UK comes at a time when many institutional investors are reassessing global allocations and valuation differentials between developed and emerging markets. East Capital is seeing increased interest from institutional allocators due to its disciplined investment process and rigorous bottom-up research.

Nick Rawdon-Jones, Co-Founder and Head of Champion Capital in the US, says: *"We believe the long-term case for emerging markets has rarely been more compelling. After an extensive global search for a true specialist, we are proud to partner with one of the most experienced and disciplined teams in the asset class. Sustained alpha generation across cycles is rare in emerging markets, and East Capital's track record reflects precisely that."*

Peter Elam Håkansson, Chairman and Chief Investment Officer (CIO), East Capital Group, comments: *"The thoroughness and institutional discipline demonstrated by Champion Capital mirror East Capital Group's own culture, creating a partnership grounded in shared standards and long-term ambition."*

Ed Bradley-Norman, Partner and Head of Research at Champion Capital adds: *"Enduring partnerships are built on people, independence and aligned values. In institutional markets such as the US and UK, allocators seek managers who combine specialist heritage with stability and clarity. In East Capital, we found a firm that brings both."*

Through the partnership, East Capital's emerging and frontier markets strategies will be introduced to institutional investors in the US and UK. In the US, the strategies will be offered primarily through Collective Investment Trusts ("CITs"); the strategies may also be offered via separate accounts and a Limited Partnership (LP) vehicle for pension funds, where consistent with the regulatory status of East Capital advisory activities in the US and applicable law. To date, East Capital Group has predominantly served European investors and, as of 31 December 2025, its assets under management amounted to USD 4.6 billion (EUR 3.9 billion).



Nikodemus Dahlgren, Partner and Head of Sales, East Capital Group, concludes: *"This is a partnership in the true sense of the word. From structuring the offering to preparing for market entry, we have worked closely together with a shared commitment to building a scalable and enduring presence in the US and UK institutional markets."*

With complementary expertise, shared values and a mutual belief in the structural opportunity in emerging and frontier markets, East Capital Group and Champion Capital view the partnership as a significant milestone in broadening institutional access to these markets in the US and UK.

About East Capital

East Capital is part of East Capital Group, a global asset manager based in Sweden since 1997. We offer a range of investment solutions within equities, fixed income securities, real estate and alternatives. The essence of our business is not only to find attractive investment opportunities, but also to work to drive positive change, influencing industries around the world to become more sustainable. We have a broad range of international investors including leading institutions, companies and private individuals.

Within East Capital Group you will find East Capital - specialising in emerging and frontier market strategies, East Capital Real Estate - managing commercial real estate investments in Central and Eastern Europe, Espiria - offering bespoke global and Nordic equities and fixed income strategies, and Adrigo - a Nordic long/short fund strategy targeting absolute returns. East Capital Group owns 49% of Cicero Fonder and 51% of Hjerta AB.

For more information, please visit www.eastcapital.group.

About Champion Capital

Champion Capital is an independent, fully regulated investment distribution and advisory firm that partners with high-quality boutique asset managers to help them access institutional investors globally. Founded over two decades ago and headquartered in London, the firm has grown from a small entrepreneurial start-up into an international team with offices in London, Madrid, Miami and New York.

Champion works exclusively with specialist investment managers across public and private markets, supporting their strategic growth through institutional client development, market positioning and long-term relationship building.

For more information, please visit www.championcapital.com.

Contact information

Jessica Scott, Chief Marketing and Communications Officer, East Capital Group
mediaenquiries@eastcapital.com

Valentina Lopez, Champion Capital, valentina@championcapital.com, +1 (305) 440-4274



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Image Attachments

[East Capital and Campion Capital Partnership Announcement](#)