

PRESS RELEASE

WELF launches regulated UAE wealth advisory platform to serve increasing global cross-border capital flows

- **Relationship-led wealth management for increasingly mobile, cross-border clients**
- **Open-architecture advisory model with integrated family office services**
- **DIFC-regulated platform delivers institutional-grade governance and trust**

Dubai, United Arab Emirates, 27 April 2026. WELF, a relationship-led wealth management and advisory group, today launched its regulated wealth advisory platform in the UAE.

The new platform is designed to serve professional and institutional clients navigating a rapidly expanding landscape of global cross-border wealth and capital flows.

From its global headquarters in the Dubai International Financial Centre (DIFC), WELF is strategically positioned at the intersection of European, Middle Eastern and Asian time zones and markets, enabling seamless, real-time connectivity for internationally mobile clients and their assets.

WELF Advisory Limited, now regulated by the Dubai Financial Services Authority (DFSA) as a Category 3C firm, is authorized to manage assets, arrange investments, advise on financial products, as well as arrange and advise on credit and arrange custody.

Unprecedented global cross-border migration of ‘HNWIs’

According to [latest industry reports](#), around 165,000 High Net Worth Individuals (persons with liquid investable wealth of USD 1 million or more) are expected to migrate cross-border this year, up ten percent from last year.

Christoph Tunkl, CEO of WELF: “We’ve seen a fundamental shift in how wealth moves globally. Clients are no longer anchored to a single geography but are increasingly international in their lives, assets, and ambitions. This has created a surge in demand for truly cross-border, personalised advice, as we are experiencing ourselves in the many inquiries we are getting. As capital is flowing freely in both directions, from West to East and East to West, our next logical step this year is to expand our fully licensed operations into the EU with a base in the Netherlands, and we’re also seriously considering a move into

Asia Pacific in order to provide the best possible end-to-end and joined up service for the truly global citizen.”

Challenger with ambitious growth plans

“We are here to challenge the status quo in wealth management. What I experienced myself as a client, is that our industry is losing its human touch, despite life getting more and more complex. And that’s why we founded and are rapidly scaling WELF, as a new home for likeminded wealth and relationship managers who thrive in an innovative, dynamic and fresh workplace where being human is at the heart of everything,” said Tunkl.

WELF helps its clients navigate this complexity through carefully designed structures and personalised guidance, delivered through a dedicated senior relationship partner.

Open architecture and independent custody

Whilst WELF operates an open-architecture model, carefully selecting only the strongest third-party products and counterparties based on suitability and alignment with client objectives, it always adheres to DFSA regulations by assessing each client’s needs based on their individual risk profiles. .

Client assets are held with independent custodian banks. WELF provides advisory and discretionary management services under mandate and does not operate as a deposit-taking institution.

About WELF

WELF is a global private wealth partner supporting high-net-worth individuals and families in growing, protecting, and managing their wealth through highly personalised, long-term strategies. Blending the discipline of traditional finance with innovative and cross-border solutions, WELF delivers bespoke wealth management solutions focused on prosperity, legacy, lifestyle, and fulfilment. WELF offers an integrated wealth management and family office-style holistic approach, combining core investment and advisory capabilities with broader group expertise, including cross-border wealth and corporate structuring, tax optimisation coordination, residency and migration support, succession planning, and governance frameworks. All WELF operations are backed by robust governance, risk management, and regulatory compliance procedures.