TradeWell
CAPITAL

Strategies that work
Results that count

A message from our founder

TradeWell started as something I built for myself.

After more than forty years managing complex operations in the energy sector, I found myself with capital to allocate and no appetite for guesswork. Oil is the largest and most liquid market within commodities, just as forex is within financial markets. It is no coincidence I saw the same principles at work and chose to move my own capital into the world's most liquid financial market.

So what do we do? TradeWell is an algorithmic trading strategy provider. Our systems run around the clock, using a combination of pre-set instructions and adaptive learning models to execute trades without ever reacting emotionally to market swings. Every decision is grounded in data and structured logic, not guesswork. Each day, our team reviews all trading activity to safeguard consistent performance and maintain a long-term focus.
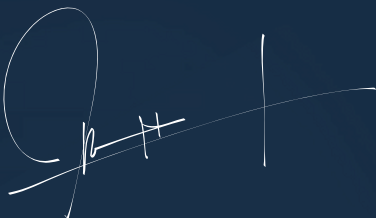
But beyond the technology, our mission is simple. We want to create dependable returns that fund the meaningful moments in life.

We do not rely on long term market trends. Our algorithms capitalize on volatility, the short term movements that happen every day. They open small positions, guided by sophisticated trend indicators and AI driven analysis, and aim to close them quickly. Small profits build into steady monthly returns. You are not investing long or short. You are investing in market movement itself. That is how we turn daily volatility into opportunity.

Coming from the oil industry, I am grounded in facts and figures. That is what I stand for here as well. Transparency, accountability, and clear results. I continue to trust this system with my own capital and invest right alongside our clients.

If that resonates with you, you will understand exactly why I built TradeWell.

Joan Horbeek
Founder, TradeWell

How it works

The investor	As an investor, you begin by opening a PAMM Investor account with PU Prime, the broker facilitating the entire structure. Your funds are then allocated directly into the PAMM account managed by London & Eastern LLP.
L&E LLP	London & Eastern LLP (regulated by the FCA & CySEC) holds the PAMM account with PU Prime and acts as the central investment vehicle, accepting contributions from individual investors like yourself.
TradeWell CAPITAL	TradeWell Capital provides the proprietary algorithmic trading strategy that powers the PAMM account's performance. Our systems continuously optimise trades to pursue stable, data-driven returns.
PUPRIME	PU Prime, as the broker, facilitates the account setup and oversees the execution of trades. They are also responsible for managing funds securely within the PAMM framework.

Together, these entities work together allowing you to invest with transparency, automation, and professional oversight.

Understanding PAMM Investor Accounts

A PAMM (Percentage Allocation Management Module) is a type of investment structure where investors pool their funds into one managed trading account.

Instead of trading on your own, you allocate your capital to a PAMM account. The manager (in this case, L&E LLP using the TradeWell strategy) trades on behalf of all investors. Profits and losses are automatically distributed based on how much each investor has contributed.

Investing through a PAMM account means you don't have to trade yourself. The strategy handles everything on your behalf. Your returns move in direct proportion to the account's performance: if the strategy gains 5%, you gain 5% on your invested share. While the strategy is managed for you, you remain in control at all times with the ability to monitor performance in real time and withdraw your funds whenever needed.

TradeWell Stable

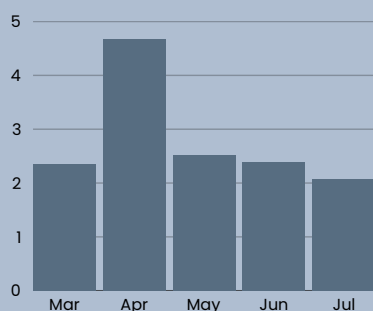**For stability with optimised risk management**

- Trades only when optimal conditions are met. Some pairs may be inactive during low-probability phases
- Trades five carefully selected currency pairs: AUD/USD, GBP/USD, EUR/USD, NZD/USD, and AUD/CAD
- Allocates approximately 20% of capital to each pair for balanced exposure
- Optimised for performance through adjusted trade logic, reduced overtrading, & refined lot sizing
- Dynamic capital allocation based on risk-adjusted return metrics
- 10% stop-out to protect capital from unexpected market movements

YTD ROI
18.15%

Last month ROI
2.08%

Stop-out level
10%

6-Month Performance

(Bar chart: Mar ≈2.3, Apr ≈4.7, May ≈2.5, Jun ≈2.4, Jul ≈2.1)

TradeWell Dynamic
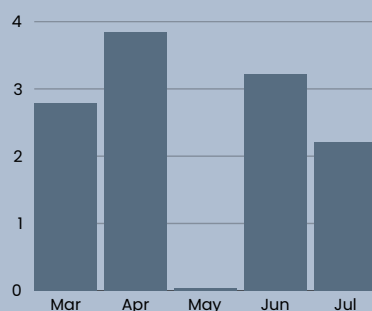
A middle ground between caution and opportunity

- Aims for consistent returns by prioritising risk management
- Spreads investments across 30+ independently operating systems for broad diversification
- Uses AI and machine learning to analyse the markets and improve decision-making
- Focuses primarily on major currencies (around 95%) with minimal exposure to commodities (around 5%).
- Dynamic capital allocation based on risk-adjusted return metrics
- 15% stop-out to protect capital from unexpected market movements

YTD ROI
18.63%

Last month ROI
2.20%

Stop-out level
15%

6-Month Performance

(Bar chart: Mar ≈2.8, Apr ≈3.9, May ≈0, Jun ≈3.3, Jul ≈2.2)

TradeWell Accelerate
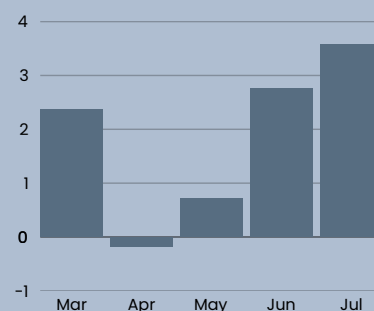
Opportunity-driven trading for high performance

- Data-driven strategy designed for balanced growth with active risk management
- Built on 40+ independent subsystems designed for minimal correlation
- Uses advanced AI (like XGBoost) to analyse market patterns and make accurate predictions
- Focuses mainly on major currencies (around 90%) and trades around 10% in gold
- Continuous re-allocation based on optimal risk-return
- 20% stop-out to protect capital and effectively manage risk

YTD ROI
9.82%

Last month ROI
3.58%

Stop-out level
20%

6-Month Performance

(Bar chart: Mar ≈2.4, Apr ≈-0.1, May ≈0.7, Jun ≈2.8, Jul ≈3.6)

TradeWell Stable

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
2025	1.91	2.24	2.35	4.67	2.52	2.38	2.08						**18.15**
2024	4.03	3.16	2.66	3.03	0.13	2.38	1.46	1.58	2.17	-39.4	2.58	1.81	**-2.58**
2023	4.48	4.23	6.2	4.93	5.82	6.79	4.32	3.59	3.12	4.09	4.05	3.61	**55.24**
2022	6.58	7.53	9.12	4.68	5.38	8.1	7.74	7.71	11.14	8.32	3.78	5.32	**85.41**
2021	2.87	3.76	3.89	4.8	4.97	4.48	4.64	3.52	4.08	4.05	5.2	6.23	**52.49**

TradeWell Dynamic

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
2025	2.94	3.62	2.78	3.84	0.03	3.22	2.20						**18.63**
2024	5.27	2.28	3.57	4.24	2.66	4.25	4.44	7.39	4.44	3.07	2.56	0.62	**44.79**
2023					3.00	2.55	4.41	4.32	3.6	5.04	5.53	5.94	**34.39**

TradeWell Accelerate

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
2025	0.44	0.12	2.37	-0.17	0.72	2.76	3.58						**9.82**
2024	3.62	3.47	3.33	4.4	3.08	3.21	3.8	5.01	3.71	1.85	-2.85	-0.18	**32.46**
2023	5.52	3.4	5.57	1.03	6.00	3.58	5.33	3.74	3.85	5.87	6.02	5.54	**55.45**
2022	2.18	7.44	6.94	4.45	5.7	4.92	4.84	3.28	7.45	6.78	4.92	5.18	**64.07**

Profit-sharing fee structure

At TradeWell, we only succeed when you do. You keep 70% of all profits generated by the strategy, we take the remaining 30% as a performance fee. If there are no profits, no fee is charged. To put it in perspective: with an average monthly return of 3%, your share would be approximately 2%, equating to an annualised return of around 24%. A one-time 1% deposit fee covers the cost of secure onboarding, infrastructure, and investor support ensuring everything runs smoothly from day one.

TradeWell CAPITAL

Intelligent automation for your wealth

Do you want to learn more?

Get in contact today

🌐 [in]

info@tradewell.nl

Schedule a private consultation with Joan or a senior team member

Book a consultation →