



11th February 2025

London

Veld Capital appoints Adeeb Ahmed as Managing Director / Head of Investor Relations

[Veld Capital](#) ("Veld"), a leading asset-backed focused private investment firm, today announces that it has further bolstered its dedicated and highly experienced senior management team with the appointment of Adeeb Ahmed as Managing Director. Adeeb will take on the role as Head of Investor Relations and Business Development for Veld.

Adeeb joins from EJV Capital where he was responsible for European and Asian business development. He has spent over two decades in a range of client facing and senior business development roles across investment banks and alternative asset managers. Since 2012, Adeeb has been primarily focused on fundraising activities for specialist and opportunistic credit strategies.

Adeeb started his career on Morgan Stanley International's graduate programme in 2001 and graduated with a LLB (Hons) from the Edinburgh Law School at the University of Edinburgh.

Adeeb's appointment marks a significant moment for Veld and its strategic direction as the business looks to build on its 15-year strong track record in the European market focused on private asset-backed finance activity.

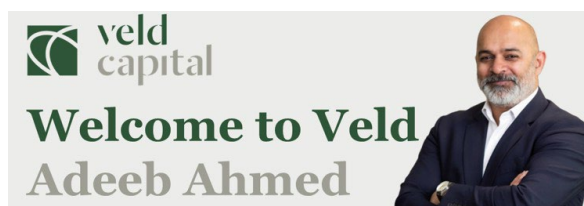
In 2025, Veld will continue to grow both its flagship Credit Opportunities strategy and further develop its direct real estate strategy thereby strengthening its position as a nimble and innovative solutions provider of choice to banks and other financial institutions. Adeeb's vast client facing experience and expertise across a range of credit-oriented products will allow Veld to continue to build on an already strong and well-established track record.

Justin Sulger, Managing Partner at Veld, commented:

"We are thrilled to welcome Adeeb to the Veld leadership team in what is another pivotal and exciting appointment for us. Adeeb brings a very impressive track record across fundraising, investor relations and wider business development which will help us build on our long track record and better serve investors in the still rapidly evolving private credit universe. Today's market landscape continues to offer a large and growing opportunity set in asset-backed finance which has remained our core focus since inception over 15 years ago."

This news follows Veld's acquisition of Kings Hill business park in Kent that was announced in December. To view this press release in full, please [click here](#). Furthermore, Veld also provided a market update in January that it had completed the acquisition of Saltwater Place and Mary Parker House, two high-quality, recently built Purpose Built Student Accommodation ("PBSA") assets located in Plymouth, UK. To view this press release in full, please [click here](#).

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NOTES TO THE EDITOR:

Veld Capital

(www.veldcap.com)

Established in 2009 as the credit investment arm of AnaCap Financial Partners, Veld Capital initially targeted non-core assets from financial institutions across Europe. Consistently an early mover across geographies and asset types, Veld Capital targets a broad range of predominantly asset-backed investments.

Veld Capital seeks out exceptional opportunities by combining localised origination, underwriting and asset management expertise to provide solutions to banks and other financial institutions. Our credit-oriented investment philosophy is underpinned by a rigorous, data driven approach to underwriting, preservation of capital and actively engaged asset management.

Since 2009, Veld Capital has raised almost €3bn of capital across its flagship Credit Opportunities and dedicated Real Estate vehicles from a growing base of highly reputable institutional investors globally.