

**For immediate release**

**Thursday 8 January 2015**

**DAVID MUNCASTER JOINS BORDIER (UK) AS DIRECTOR OF COMMERCIAL ACTIVITIES**

Specialist asset management firm Bordier (UK), (formerly Berry Asset Management PLC), is pleased to confirm the appointment of David Muncaster as Director of Commercial Activities. He joins the firm from Close Brothers where he held a senior management role, and was formerly with UBS.

Muncaster, who has spent much of his career in Sales and Marketing, brings 27 years of Financial Services experience to the post, which is a newly created role. Muncaster will be responsible for driving expansion of the firm's commercial activities and play a leading role in identifying new business acquisition opportunities across the broader wealth management arena. He will have responsibility for further building Bordier (UK)'s relationships with leading intermediary firms and private client introducers, and the development of strategic alliances.

Muncaster reports to Mark Sherwood, Director of Portfolio Management in his new role and will join the Bordier (UK) Management Committee, adding further weight to Bordier (UK)'s deeply experienced management team.

Commenting on the appointment, Jamie MacLeod, Chief Executive Officer said, "David has built a fabulous reputation and I expect him to play a leading role in our continuing efforts to exceed the expectations of our clients and introducers, building on the firm bedrock of our existing relationships.

"2014 has proved to be another great year for our firm, for our clients and introducers, a year in which we yet again posted very good investment returns. Having traded under the Berry Asset Management banner for some 33 years, it was also marked by our evolution as Bordier (UK), this transition marking the start of a new chapter in our rich corporate history. It is our continuing success for our clients and introducers which enables us to attract market-leading talent of David's calibre."

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## **MUNCASTER JOINS BORDIER (UK) AS DIRECTOR OF COMMERCIAL ACTIVITIES../2**

**Journalists seeking further information should contact:**

Gordon Puckey  
Managing Director  
Phoenix Financial PR  
07799 767 468  
[gordon@phoenixfinancialpr.co.uk](mailto:gordon@phoenixfinancialpr.co.uk)

### **NOTES TO EDITORS**

#### **1. An independent view on Bordier (UK) from ARC.**

“The name may be new to some, but Bordier (UK) is the product of a long relationship between a contemporary British boutique and a grand old Swiss bank. While an understated approach is common to both the British and the Swiss characters, Bordier (UK) manages to differentiate itself through a combination of the best elements of European and British private client investment management: an assured, yet uncomplicated investment solution; clear and transparent communications in all languages - performance, fees or investment thinking; with an objective to enhance performance through both operational efficiency but also hard work and investment savvy.

“Most importantly, Bordier (UK) has a GBP performance history to support the lineage of its namesake.”

*Chris Curtis, Investment Analyst, Asset Risk Consultants (ARC)*

#### **2. About Bordier (UK)**

Bordier (UK), which is a wholly-owned subsidiary of the Bordier Group, can trace its roots in the UK wealth management industry back as far as 1981 and the formation of Berry Asset Management PLC; it has been trading under the Bordier (UK) banner since September 2014. The relationship with the Bordier Group, an independent and international private banking group headquartered in Geneva began in 2001, when a strategic alliance was formed through the Group’s acquisition of a stake-holding in Berry.

Bordier (UK) is independently managed, under the leadership of Chief Executive Officer Jamie MacLeod, and is based in St James’s, at the heart of London’s wealth management district.

## **MUNCASTER JOINS BORDIER (UK) AS DIRECTOR OF COMMERCIAL ACTIVITIES../3**

Bordier (UK) has a single focus, the provision of wealth management services for UK, international and resident non-domiciled clients - private clients, trustees, personal pensions, charities and City livery companies included - the range of services available to clients becoming broader over the years as the relationship has grown closer. Amongst its distinguishing features Bordier (UK):

- concentrates solely on investment management
- has no in house products to sell
- has a clear, competitive and completely transparent pricing structure
- submits portfolio performance data to Asset Risk Consultants (ARC)
- has its principals' money invested alongside that of its clients

The firm has been recognised for the quality of its service, levels of client satisfaction, outstanding risk-adjusted investment performance over the longer term, and innovations, with a number of awards from leading industry organisations over the years; it has won or been shortlisted for 22 prestigious industry awards since the beginning of 2013.

<http://www.bordieruk.com>

### **3. About Bordier & Cie**

Established in 1844, Bordier & Cie is owned and managed by the descendants of the founding families, the Partners having unlimited personal liability for all the transactions entered into by the Bank. The status of Partner is handed down from generation to generation to safeguard the permanence of the business. This distinctive aspect, together with its financial solidity, allows the Bank to focus clearly on its clients' long-term goals, rather than on the short-term targets of outside shareholders. The Bank:

- manages AUM in excess of £6.5bn (as of 30 June 2014), circa CHF 10bn;
- employs circa 225 staff globally, 35 of whom work in the UK company, in private banking and asset management services, and
- has offices in Bern, Geneva, London, Montevideo, Nyon, Paris, Singapore, the Turks & Caicos Islands and Zurich

This document is issued and approved by Bordier & Cie (UK) PLC (of 79 Pall Mall, London SW1Y 5ES), which is authorised and regulated by the Financial Conduct Authority, 25 The North Colonnade, Canary Wharf, London, E14 5HS. Incorporated in England No. 1583393.