

For immediate release**06 June 2019****BORDIER UK STRENGTHENS BUSINESS DEVELOPMENT TEAM WITH KEY HIRE AS IT LAUNCHES
NEW LOWER-COST HYBRID PASSIVE MANAGED SERVICE**

Specialist investment manager Bordier UK is pleased to confirm the appointment of George Moorey-Denham as Intermediary Partnership Development Manager.

Moorey-Denham, whose career in financial services spans some 20 years, previously worked for UBS Wealth Management, where he spent seven years in the Strategic Partnership team. He brings highly relevant experience to Bordier UK as it pushes for growth in the UK professional adviser marketplace. A Chartered Wealth Manager – holding the Private Client Investment Advice Management qualification, the Investment Management Certificate and the Advanced Financial Planning Certificate – Moorey-Denham spent some seven years as an IFA and has always worked with discretionary fund management firms delivering IFA solutions. He will report to David Muncaster, Director of Sales and Marketing in his new role.

Commenting on the appointment, Bordier UK CEO, Jamie MacLeod said, "Our continuing success in attracting market-leading talent is underpinned by the delivery of industry-leading service standards to our loyal clients and introducers. George brings valuable, complementary experience to our Sales and Marketing team, and his appointment underlines our commitment to the UK advisory space. Our reputation for outstanding investment performance, allied to a broad range of investment solutions, means we can provide the right solution, whether direct or on platform, to our introducers and their clients."

Introducing the new Bordier UK Hybrid Passive Managed Service

The cost of investing is an important consideration for many clients, with advisers looking to satisfy such clients' requirements without compromising the investment solution. Working in close collaboration with its adviser partners, Bordier UK has developed, and is therefore pleased to introduce its Hybrid Passive Managed Service. A full multi asset class solution, managed actively to Bordier UK's strategic asset allocations, the new Service offers a range of five investment strategies with reduced cost of underlying funds; this ranges from 0.45% for its Defensive Strategy to 0.23% on its Adventurous strategy (as at 30.04.19).

The new Service blends active and passive collective funds, with asset allocation managed to the Bordier UK Investment Committee's centralised multi-asset allocation framework. It employs lower cost passive funds where available to reduce the total service cost, whilst also offering defensive qualities through its use of actively managed alternative funds and strategic bond funds. In addition, by using passive index funds in preference to ETFs, the Service delivers valuable brokerage cost efficiencies.

An investment solution which, when cost considerations are paramount, does not compromise on quality, the Hybrid Passive Managed Service offers lower-cost access to discretionary fund management services and is available directly from Bordier UK or via third-party platforms.

Intermediaries seeking further information on the new Service, including third-party platform availability, should call 020 7667 6600 or email info@bordieruk.com.

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Journalists seeking further information should contact:

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NOTES TO EDITORS

1. About Bordier & Cie

The independent Bordier Group is built on solid foundations, with a strong Tier 1 capital ratio of over 29%. Established in Geneva in 1844, and operating in six countries across three continents, the Bordier Group manages circa £9.7bn (CHF 12.1bn) for approximately 4,000 families as at 31 December 2018.

Bordier & Cie is owned and managed by the descendants of the founding families, the Partners having unlimited personal liability for all transactions. 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, enables the Bordier Group to focus clearly on its clients' long-term goals, rather than on the short-term targets of outside shareholders.

The Bordier Group:

- employs circa 250 staff globally, 38 of whom work within Bordier UK;
- has offices in Bern, Brest, Geneva, London, Montevideo, Nyon, Paris, Rennes, Singapore, Turks & Caicos Islands and Zurich.

<https://www.bordier.com/>

2. About Bordier UK

Bordier UK is the award-winning British arm of the Bordier Group and is based in St James's, the heart of London's wealth management district.

Bordier UK has a single focus, the provision of investment and wealth management services for UK and international clients – high-net-worth individuals, trustees, charities, institutions and City livery companies included – its range of services becoming ever broader over the years.

Amongst its distinguishing features, Bordier UK:

- concentrates 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, having won or been shortlisted for over 89 industry awards since 2012.

www.bordieruk.com

This document is issued and approved by Bordier & Cie (UK) PLC (of 23 King Street, St James's, London SW1Y 6QY), which is authorised and regulated by the Financial Conduct Authority, 12 Endeavour Square, London, E20 1JN. Incorporated in England No. 1583393.