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PRESS RELEASE

“Freedom Asset Management Limited announces the hire of Shawn Welgemoed as Sales Director – Middle East in its team at Abu Dhabi Global Market.”

Abu Dhabi and Guernsey, January 6th 2020

Freedom Asset Management (“Freedom”), the \$700m Guernsey and Abu Dhabi based Private Client and Family Office investment manager, is pleased to announce the hire of Shawn Welgemoed as ‘Sales Director – Middle East’, based in Abu Dhabi Global Market.

Shawn will be leading the sales of Freedom’s wealth management funds to private clients, professional investors and family offices in the Middle East region. He is joining Adrian Harris and Simon Fentham-Fletcher in the Abu Dhabi offices which opened last year, an expansion that reflects the company’s intention to continue growing its presence in the region.

Prior to joining Freedom, Shawn spent 6 years building relationships as a Financial Adviser in the UAE. Shawn holds a Certificate in Investment Management and is currently studying towards a Diploma in Capital Markets. He is an Associate Member (ACSI) of the CISI.

Speaking of the hire, **Chief Investment Officer, Simon Fentham-Fletcher**, said, “Our two core investment strategies – Opus Global Cautious and Opus Global Growth - have demonstrated excellent top decile performance in US dollars since launch for a private client base which stretches from Vancouver to Hong Kong. I look forward to working with Shawn to grow the client footprint in the Middle East.”

Talking about Shawn Welgemoed, **Principal, Adrian Harris** said:

“We have come to know Shawn for almost 2 years now during the time that we have been setting-up of our business in Abu Dhabi and launched our first funds locally. We share the same values – around clients and about building a long-term trusted business. I am confident that together we shall be able to build an important client business in the region.”

Commenting on the industry, **Adrian Harris** added,

“Freedom means strong performance, excellent client service and good all-round investment value.

There are major trends in wealth management now that favour fund-based asset management solutions, which are more cost efficient and flexible than the traditional private banks infrastructure. We aim to occupy the \$1m-\$5m direct Private Client space that has been vacated by those private banks.”

Speaking about the new role, **Shawn Welgemoed** said,

“In the short time that Freedom has been on the ground in ADGM, they have already built an enviable client list. From my time in the UAE, I see a clear gap in the market for a direct Private Client business that wants access to world class investment returns on their doorstep in Abu Dhabi.”

Notes for Editors:

About Freedom Asset Management

Freedom has \$700m+ of Assets* as at 31/12/2019

Freedom has 3 business lines:

- (1) Private Client and Family Office investment management
- (2) Institutional Distribution
- (3) Managed Fund Solutions in Guernsey, ADGM and Cayman

Freedom is licensed and regulated in Guernsey, Channel Islands since 2014 and Abu Dhabi Global Markets since 2019;

Founding partners of Freedom are Simon Fentham-Fletcher (CIO), Principal Adrian Harris and Sandrine Reynaud (CEO), who all worked together at Renaissance Asset Managers CEO Sandrine Reynaud built her career with 9 years in Private Equity transaction advisory at Ernst & Young in Frankfurt and London.

CIO Simon Fentham-Fletcher was an early employee at BlackRock in New York where he worked in distressed debt. He went on to build his career at Schrodgers NewFinance Capital in London in their hedge fund of fund business, before becoming head of asset allocation strategies at Raiffeisen and Renaissance.

Principal Adrian Harris spent 9 years at BlackRock where he became COO for the \$70bn international mutual fund business outside the US, before moving to Schrodgers in London to lead their client fund business in Eastern Europe, the Middle East and Africa.

Freedom's manages money for 2 billionaire family offices, in addition to a growing international private client business stretching from Vancouver to Hong Kong;
www.freedomasset.com

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Note: (*) Assets is defined as assets under management, distribution and administration.