

Alan Pitchforth

Creative Director

[Portfolio](#)

Alan Pitchforth

A comprehensive explanation of employment and education can be found on my [LinkedIn](#) profile.

Employment

May 2023 – Present
Freelance Creative Director
Clients include: Saas Business, Marketing Agencies, Financial & Private Clients

2018 – 2023
Creative Director
Eric Sturdza Investments

2016 – 2017
Creative Director
Cognito Media

2013 – 2016
Creative Director & Partner
Peregrine Communications

2002 – 2003
Studio Production Manager
Advanced Production Services

March 1998 – January 2018
Founder & Creative Director
Kamilian Design Agency
Notable Positions – Brand Ambassador for The Sovereign Group & Sovereign Art Foundation

1995 – 1998
Co-Founder, Creative Director & Product Designer
Prolmage Ltd – Hong Kong, China

1994 – 1995
Head of Digital Imaging Department & Staff Photographer
The Eastern Express Newspaper
Hong Kong, China

1990 – 1993
Systems Manager & Senior Retoucher
Colour Systems (now borngroup.com)

1989 – 1990
Photo Retoucher
Rapida Graphics

1986 – 1989
Master of Typography & Composition
Modern Text Typesetting

Education

2023
Social Media Marketing Course
Future London Academy

2022 – 2023
Compliance & Cybersecurity Courses
Compliance Training Products, Bob’s Business & Thornbridge Investment Management

2016
Leading for Creativity Course
IDEO U

2015 – 2016
Digital Marketing Leadership
Google – Squared Online

2006 - 2008
Photography Course
University of Westminster

2002 – 2004
Directing Course
University of the Arts London

2001
TV Directing, Editing & Production
National Film & Television School

2001
Interactive Multimedia – Complete Production Course
University of the Arts London

1998 – 2001
BA Communications & Media Studies
London Metropolitan University

Website Design & HTML Programming
University of the Arts London

A/O & O Levels
Sweyne Park School

Personal

Email
alan@kamilian.com

Mobile
+44 7399 770455

Address
48C Oakington Road
Maida Vale
London W9 2DH

Nationality
British

Social

[in alan-pitchforth](#)
www.alanpitchforth.co.uk

Alan Pitchforth

Creative Director

alan@kamilian.com

+44 7399 770455

48c Oakington Road, London W9 2DH

Personal Statement

I am a multi-disciplined passionate creative thinker and doer with over 30 years' experience of generating ideas for industry. I explore and develop ideas into visual concepts that communicate stories and shape brands into engaging, beautiful and meaningful experiences. Transforming complex briefs and business objectives into compelling visual narratives that people can relate to whilst creating ROI for my clients is part and parcel of what I do best. I pride myself on being valuable to the success of others and in helping with their growth and business objectives.

My knowledge combines creativity with empathy, research and analysis, strategic thinking, an eye for great design and attention to detail, and a mature understanding of commerce and business objectives. I deliver focus-driven, pixel-perfect design projects, creative communications and integrated marketing solutions that solve complex problems, build brand awareness, deliver commercial value that fundamentally increases business growth and provide ROI in the long term.

I keep up-to-date with a rapidly changing digital landscape and thrive on creating communications for all environments and audience types.

My experience spans a diverse range of clients from startups to global multi-billion dollar brands such as Brevan Howard, ESPN, S&P Global, Amnesty International, Euroclear and the Sovereign Group. Sectors include Financial Institutions, leading FinTech companies, Hedge Funds, Asset Managers, SaaS firms, digital marketing platforms, ecommerce as well as retail and brochureware clients.

I see myself as a positive, resourceful, inspirational, fun-loving, collaborative team leader and player with a proven ability to meet deadlines in fast-paced environments with creativity, quality and precision.

What Keeps Me Going

- Helping others creatively to achieve their aspirations by providing the highest level of service.
- Understanding needs and exploring ideas that turn briefs into powerful visual stories.
- Integrity. Taking pride in the work and service provided, building relationships and helping businesses to thrive. "Their success is my success". Repeat business and positive appraisal.
- Empowering, leading and inspiring people to produce their best work with passion and pride.
- Working hard to see projects through from concept to delivery, on time and on budget.
- Being concise and targeted – forming clarity with a focus on impact and value.
- Getting to know a client's business and audience mindset. Understanding and visualising what's needed to obtain success, growth, awareness, stability and ROI.
- Mentorship and management and inspiring others around me.
- Rolling up my sleeves and not shying away from problems I believe I can solve myself.
- Encouraging others to think differently and come up with better authentic solutions.
- Working on a mix of touchpoints covering print, video, mobile, web, social and event spaces.
- Passion for simple design, elegant interaction, sharp details and pixel perfection.
- Grounding my thinking and turning big ideas into things that work in the real world.
- Listening. Learning. Participating. Inspiring. Achieving. Having fun along the way.

Specialities

Creative direction, branding, conceptual thinking, user-centered experience design, integrated comms, artificial intelligence, advertising, print and digital design, typography, video and photography.

Proficient in a diverse range of Software

Adobe Creative Suite, ChatGPT, Sketch, Invision, UXPin, Wireframing, OmniGraffle, iOS, Microsoft, Marketo, HubSpot, Salesforce, Social Media Platforms, WordPress, Google Analytics, Brandwatch, ClickTale, HotJar, CMS, CRMs, Hootsuite, Slack, Mailchimp, Basecamp, Asana, Video & Audio Editing Software, as well as drawing / sketching on paper.

Elevating Email Marketing with ProFundCom

In my creative journey with ProFundCom, I crafted a series of email templates that elevated the standard for digital marketing in fund management. These designs not only showcased the platform's versatility but also emphasised the potential of impactful, aesthetically pleasing email communications.

My expertise extended to leading a webinar titled "Template Design Masterclass for Fund Marketers", where I engaged 250 hedge fund clients, achieving an 85% attendance and a remarkable 98% engagement rate. This initiative significantly increased product interest, generated numerous leads, and fostered valuable partnerships with leading CRMs, demonstrating the seamless integration capabilities of ProFundCom with essential financial tools.

Currently, I am focussed on helping clients enhance their marketing templates to maximise engagement, ensuring that every email campaign leverages the full power of the ProFundCom platform. My work is a testament to the transformative impact of well-crafted email marketing strategies.

Ready to elevate your email marketing? Let's connect and discuss how I can bring this expertise to your project, crafting strategies that resonate and deliver results. Reach out to me for innovative email solutions tailored to your needs. your needs.

EVENT INVITATION

Unlocking Sustainable Investment Success

Dear Valued Client,

We are excited to extend our exclusive invitation to **Unlocking Sustainable Investment Success**, a captivating investment gathering hosted by Intelligent Asset Management. This physical event is a unique opportunity to connect with like-minded investors, gain valuable insights, and explore potential investment avenues together.

Event Details

Event: Unlocking Sustainable Investment Success
Date: Friday, 27 July 2023
Time: 18:00 to 21:00
Venue: Claridge's Hotel, London W1K 4HR

Agenda

Welcome & Networking Reception

Keynote Address: Rachel Worthy on "Navigating Investment Opportunities"

Panel Discussion: "Sustainable Investing: Balancing Growth and Positive Impact"

Expert Insights: Unveiling Emerging Market Trends and Strategies for 2023

Interactive Q&A Session

Cocktail Reception: An opportunity for networking and exchanging ideas

Registration Process

To secure your spot at **"Unlocking Sustainable Investment Success"**, kindly click the RSVP button link below to register.

RSVP

Please note that seating is limited, and registrations will be on a first-come, first-served basis. The event is complimentary for all registered guests.

At IAM, we value your perspective and are eager to hear your insights during our interactive sessions. Feel free to come prepared with your questions and thoughts to engage in fruitful discussions with our expert speakers and fellow attendees.

We look forward to welcoming you to "Unlocking Sustainable Investment Success" and creating an enriching experience for all attendees. Together, let's

investment horizons and shape a successful investment journey.

Should you have any questions, please don't hesitate to reach out to us.

Fund Award Announcement

Dear Valued Investor,

We are delighted to share some fantastic news! The **Intelligent Asset Management (IAM) ESG Fund** has received a prestigious 5-star rating from Morningstar, solidifying its position as a top-performing sustainable investment solution.

This coveted rating underscores the fund's exceptional performance and its unwavering commitment to environmental, social, and governance (ESG) principles. It reflects our dedication to delivering sustainable growth and generating positive impact for both investors and society.

IAM ESG Fund Earns Coveted 5-Star Morningstar Rating – A Testament to Excellence



Why the 5-Star Morningstar Rating Matters



Superior Performance

The IAM ESG Fund has consistently outperformed its peers, showcasing the potential of responsible investing to deliver competitive returns.



Rigorous Evaluation

Morningstar's 5-star rating is a result of comprehensive research and analysis, affirming the fund's robust investment strategy and risk-adjusted returns.



Aligning with Your Values

Investing in the IAM ESG Fund enables you to align your portfolio with your sustainability goals, contributing to a more sustainable future while pursuing financial success.

As an esteemed investor, you play a crucial role in our journey towards creating positive change. We are immensely proud of this recognition and are deeply grateful for your continued trust and support.

IAM ESG Fund Awards and Ratings



intelligent asset management

Exclusive Webinar Invite

Dear Valued Client,

We hope this email finds you well. At IAM Investments, we are excited to invite you to an exclusive webinar where you can unlock the immense potential of the **IAM ESG Fund**, our flagship sustainable investment solution. This engaging session, led by our esteemed fund manager, will provide invaluable insights into sustainable investing and how the IAM ESG Fund can align your financial goals with your values.



Unlocking Sustainable Investment Success

Wednesday, 5th June 2023
10:00 – 11:00 BST

ATTEND THE WEBINAR

Why Attend the Webinar?



In-Depth Insights

Gain expert insights into sustainable investing and the investment strategy behind the IAM ESG Fund.



Performance and Track Record

Discover the fund's impressive performance and track record, showcasing its potential for financial growth and positive impact.



Exclusive Opportunities

Explore unique investment opportunities within the diversified portfolio of the IAM ESG Fund, focused on sectors driving sustainable growth.



Q&A with Fund Manager

Engage directly with our experienced fund manager during the dedicated Q&A session, where you can ask questions and gain personalized insights.



Networking

Connect with like-minded investors and asset allocators who share an interest in sustainable investing, expanding your professional network.

ATTEND THE WEBINAR

Wednesday, 5th June 2023
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Overall, ESG investing offers a holistic approach to investing that considers not only financial returns but also the environmental, social, and governance impacts of investments, creating the potential for both financial success and positive impact.

Don't miss this chance to learn from industry experts. The IAM ESG Fund can help you

IAM ESG Fund Commentary – July 2023

Dear Valued Client,

We are delighted to present the latest monthly investment commentary on the **Intelligent Asset Management (IAM) ESG Fund**, our cutting-edge sustainable investment solution. In this commentary, portfolio manager Alice Drayfuss dives into the fund's innovative approach to sustainable investing and shares valuable insights into its strategic vision.



Navigating the Sustainable Investment Landscape – IAM ESG Fund's Stellar Performance in H1 2023

As we tread through the dynamic landscape of sustainable investing, the IAM ESG Fund emerges as a beacon of success, illuminating the path to responsible and rewarding investments. With the first two quarters of 2023 behind us, we proudly present a comprehensive investment commentary that delves into the fund's positive performance, showcasing the remarkable potential of sustainable investment strategies.

Alice Drayfuss
Portfolio Manager
IAM ESG Fund
25 July 2023
5-min read

The IAM ESG Fund experienced a remarkable journey in the first half of 2023, cementing its position as a leading sustainable investment solution. Amidst the backdrop of an ever-evolving global landscape, the fund demonstrated resilient performance (see Figure 1), generating substantial returns while maintaining a steadfast commitment to environmental, social, and governance considerations.

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H1 Performance of the IAM ESG Fund

Month	January	February	March	April	May	June
2018	0.23	19.67	13.36	14.73	14.62	16.25
2019	8.53	1.14	3.91	22.47	14.75	13.53
2020	7.38	23.51	7.82	13.13	16.73	5.42
2021	12.17	20.12	1.26	6.41	8.94	17.86
2022	6.07	10.92	6.48	20.16	5.67	12.57
2023	6.23	32.14	12.01	40.16	4.28	1.54



Beyond financial performance, sustainable investing enables institutional investors to actively engage with companies and influence positive change. By integrating environmental, social, and governance factors into investment decisions, investors can drive companies towards responsible practices, shape industry norms, and foster long-term value creation. This engagement facilitates a deeper understanding of risks and opportunities, leading to informed investment decisions and a more robust investment strategy.

The benefits of sustainable investing extend beyond financial gains. Investors who prioritize sustainability demonstrate their commitment to responsible investing and cultivate strong stakeholder relationships. By incorporating ESG considerations, institutional investors enhance their reputation, attract like-minded partners, and build trust with employees, customers, and communities.

"The IAM ESG Fund offers institutional investors a gateway to navigate the complexities of the sustainable investing landscape, aligning portfolios with values and contributing to positive environmental and social outcomes."
– Ferrera Trossard, Financial Times

As the global investment community embraces sustainability, the need for comprehensive ESG data and standardized reporting becomes increasingly important. Investors are demanding reliable, comparable, and transparent ESG information to make informed decisions. Collaborative efforts among regulators, standard-setting bodies, and market participants are driving advancements in ESG disclosure and reporting standards, making it easier for institutional investors to evaluate and integrate sustainability factors into their investment processes.

Sustainable investing is more than just a trend; it is a fundamental shift in how institutional investors approach investment decisions. By recognizing the interconnectedness of financial performance, environmental stewardship, and social responsibility, investors can create portfolios that drive positive change and contribute to a more sustainable and equitable future.

In conclusion, sustainable investing represents a paradigm shift towards long-term value creation. Institutional investors have a unique opportunity to embrace this shift, integrating ESG considerations into their investment strategies to generate competitive financial returns while making a positive impact on the world. With the IAM ESG Fund leading the charge, the global investment community is poised to create a future where sustainable investing is not just an option but a cornerstone of investment success.

Ferrera Trossard is an imaginary financial journalist specializing in sustainable investing and a contributing writer for the Financial Times.

The Benefits of Investing in Sustainable Sectors are Multi-Fold:

Financial Performance
Contrary to outdated beliefs that sustainable investing compromises returns, recent studies have shown that companies with robust ESG practices often outperform their counterparts. By investing in sustainable sectors, institutional investors position themselves to capture long-term growth potential and enhance portfolio performance.

Risk Mitigation
The evaluation of ESG factors enables investors to identify risks that traditional financial analysis may overlook. Understanding a company's environmental impact, social practices, and governance structures provides valuable insights into its resilience and potential exposure to regulatory, reputational, and operational risks.

Stakeholder Engagement
Sustainable investing promotes dialogue and collaboration with stakeholders, including employees, communities, and regulators. By engaging in active dialogue, institutional investors can foster sustainable practices, drive positive change, and build stronger relationships with management teams.

IAM ESG Fund Update June 2023

Dear Valued Client,

We hope this email finds you well. We are thrilled to share the latest performance update of the **Intelligent Asset Management – IAM ESG Fund**, our sustainable investment solution. This fund allows you to invest in companies that align with your values while aiming for strong financial returns. Below is a summary showcasing the fund's recent performance, as of 14 June 2023.

Annual Performance versus Benchmark



Source: Intelligent Asset Management & Bloomberg.

Q1 and Q2 Performance

Year	January	February	March	April	May	June
2018	0.23	19.67	13.36	14.73	14.62	16.25
2019	8.53	1.14	3.91	22.47	14.75	13.53
2020	7.38	23.51	7.82	13.13	16.73	5.42
2021	12.17	20.12	1.26	6.41	8.94	17.86
2022	6.07	10.92	6.48	20.16	5.67	11.99
2023	6.23	2.14	12.01	0.48	4.28	1.54

Source: Intelligent Asset Management & Bloomberg.

Monthly and Annual Average Performance

	1 Month	1 Year	3 Years Ann.	5 Years Ann.	10 Years Ann.
Fund – A Acc GBP	-0.80	5.67	1.36	0.73	1.62
Performance Reference	1.53	4.00	4.10	1.47	4.75

Source: Intelligent Asset Management & Reuters.

Calendar Year Performance

	YTD	2022	2021	2020	2019	2018
Fund – A Acc GBP	1.75	-4.27	0.85	1.75	2.73	8.23
Performance Reference	2.15	0.14	1.47	2.39	4.23	3.91

Source: Intelligent Asset Management & Citywire.

Rolling 12 Month Performance

	31.05.22	31.05.21	31.05.20	31.05.19	31.05.18
Fund – A Acc GBP	-31.05.23	-31.05.22	-31.05.21	-31.05.20	-31.05.19
Performance Reference	0.23	5.67	13.36	10.73	1.62
	0.53	1.14	3.91	14.47	4.75

Source: Intelligent Asset Management & Morningstar.

Calendar Month Performance

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2018	0.23	19.67	13.36	14.73	14.62	16.25	4.94	14.39	23.79	0.42	1.54	9.41
2019	8.53	1.14	3.91	22.47	14.75	13.53	1.26	6.41	8.94	6.09	3.43	3.79
2020	7.38	23.51	7.82	13.13	16.73	5.42	6.48	20.16	5.67	8.01	14.88	24.75
2021	12.17	20.12	1.26	6.41	8.94	17.86	26.96	16.06	24.74	19.03	12.57	14.42
2022	6.07	10.92	6.48	20.16	5.67	11.99	6.78	13.00	19.46	11.64	14.04	6.23
2023	6.23	2.14	12.01	0.48	4.28	1.54						

Source: Intelligent Asset Management & S&P500.

	1 Month	1 Year	3 Years Ann.	5 Years Ann.
Fund – A Acc GBP	-0.80	5.67	1.36	0.73
Performance Reference	1.53	4.00	4.10	1.47

Calendar Year Performance

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Fund – A Acc GBP	1.75	-4.27	0.85	1.75	2.73
Performance Reference	2.15	0.14	1.47	2.39	4.23

Source: Intelligent Asset Management & Citywire.

Rolling 12 Month Performance

	31.05.22	31.05.21	31.05.20	31.05.19	31.05.18
Fund – A Acc GBP	-31.05.23	-31.05.22	-31.05.21	-31.05.20	-31.05.19
Performance Reference	0.23	5.67	13.36	10.73	1.62
	0.53	1.14	3.91	14.47	4.75

Source: Intelligent Asset Management & Morningstar.

Calendar Month Performance

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2018	0.23	19.67	13.36	14.73	14.62	16.25	4.94	14.39	23.79	0.42	1.54	9.41
2019	8.53	1.14	3.91	22.47	14.75	13.53	1.26	6.41	8.94	6.09	3.43	3.79
2020	7.38	23.51	7.82	13.13	16.73	5.42	6.48	20.16	5.67	8.01	14.88	24.75
2021	12.17	20.12	1.26	6.41	8.94	17.86	26.96	16.06	24.74	19.03	12.57	14.42
2022	6.07	10.92	6.48	20.16	5.67	11.99	6.78	13.00	19.46	11.64	14.04	6.23
2023	6.23	2.14	12.01	0.48	4.28	1.54						

Source: Intelligent Asset Management & S&P500.

Risk Statistics

	3 Years	5 Years
Annualised Sharpe Ratio	0.00	0.00
Annualised Volatility	4.60	5.30

Source: Intelligent Asset Management & FTSE100.

Key Highlights

- Sustainable Impact**
The IAM ESG Fund focuses on investing in companies committed to environmental, social, and governance (ESG) principles. By supporting businesses that prioritize sustainability and social responsibility, we contribute to building a better world.
- Rigorous ESG Screening**
Our meticulous ESG screening process ensures that every company in the fund meets our strict sustainability criteria. We evaluate factors such as carbon footprint, labor practices, and ethical governance, ensuring alignment with our vision.
- Diverse Portfolio**
The IAM ESG Fund offers a diversified portfolio across sectors and geographies. We capture potential growth and innovation in areas such as renewable energy, clean technology, healthcare, and social impact.

- Robust Performance**
Our investment approach combines sustainability goals with competitive financial performance. Through extensive research, we identify companies with strong growth potential and solid fundamentals.

- Transparent Reporting**
Trust and transparency are paramount. The IAM ESG Fund provides regular, comprehensive reporting on ESG performance, financial returns, and sustainability metrics.

We appreciate your continued support as a valued investor in the IAM ESG Fund. If you have any questions or require further information, our team is here to assist you. Thank you for your ongoing partnership in driving positive change. Best regards,

Dear Reader,
We are pleased to share an insightful article published in the Financial Times that delves into the transformative power of sustainable investing. This article highlights the growing importance of Environmental, Social, and Governance (ESG) considerations in investment decisions. It explores the benefits of sustainable investing and showcases the IAM ESG Fund as a leading example of driving financial returns while making a positive impact. We invite you to delve into this thought-provoking piece and discover how sustainable investing can unlock long-term value.



Sustainable Investing: A Paradigm Shift Towards Long-Term Value

Unlocking Value and Impact: The Transformational Journey of Sustainable Investing, authored by Ferrera Trossard, reveals how the integration of Environmental, Social, and Governance (ESG) considerations in investment decisions is reshaping the financial landscape, paving the way for a future of meaningful change and enhanced value creation.



Ferrera Trossard
Financial Times

on, 05 July 2023 – The global investment landscape is witnessing a profound shift as institutional investors increasingly embrace sustainable investing. Environmental, Social, and Governance (ESG) considerations are no longer seen as peripheral but as essential factors that drive long-term value creation. In this era of heightened awareness about climate change, social inequality, and corporate responsibility, sustainable investing has emerged as a transformative force. Sustainable investing is not merely an ethical choice; it has become a prudent strategy for institutional investors seeking competitive financial returns while actively contributing to a more sustainable future. A growing body of evidence indicates that integrating ESG factors into investment decisions can enhance risk management, uncover new opportunities, and generate resilient portfolios that outperform their peers. Investors who prioritize sustainability are well-positioned to capture the benefits of long-term growth potential while mitigating risks associated with environmental, social, and governance issues. This paradigm shift underscores that sustainable investing is not a trade-off between returns and impact, but a way to achieve both simultaneously.

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have shown that companies with robust ESG practices often outperform their peers. Investors who prioritize sustainability are well-positioned to capture the benefits of long-term growth potential while mitigating risks associated with environmental, social, and governance issues. This paradigm shift underscores that sustainable investing is not a trade-off between returns and impact, but a way to achieve both simultaneously.

Explore More Insights
Market and portfolio insights, webinars & events curated from across our investment teams to help you steer through changing investment landscapes.
[READ MORE](#)

Related Articles



Investment Views

Why high-interest rates might be an aberration

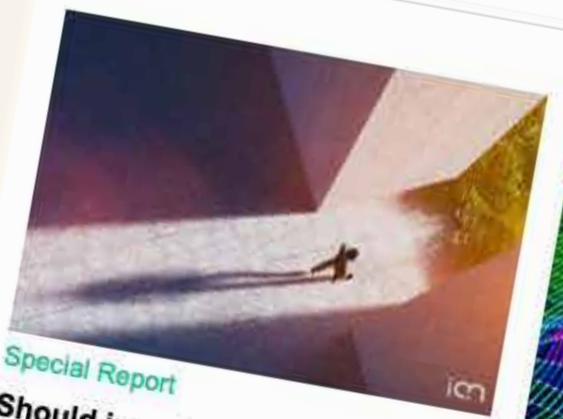
Economist Urshan Phillips argues central banks are increasingly attuned to the risks of overtightening monetary policy.



Webinar

Watch the Unlocking Sustainable Investment Success Webinar

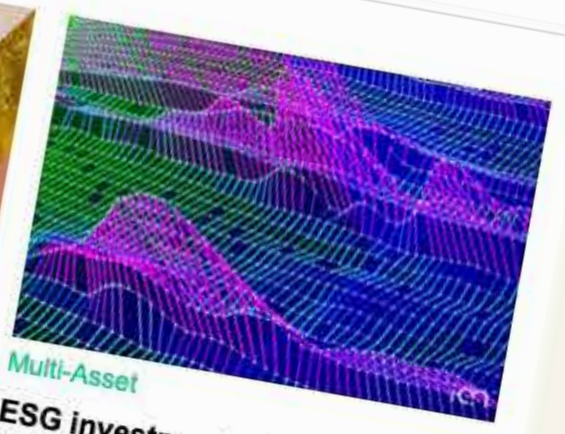
Chief Strategist Sally Urshing presents Intelligent Asset Management's five-year sustainability outlook.



Special Report

Should investors stay and fight for green change — or divest?

This academic study questions whether remaining engaged can often have a more significant impact.



Multi-Asset

ESG investment returns to face a slowdown in Q3

The factors driving the outperformance of green stocks are changing, our award-winning managers argue.



Sustainable Investing

A Paradigm Shift Towards Long-Term Value

Ferrera Trossard reveals how ESG integration reshapes finance for meaningful change and enhanced value.



Equities

ESG Investing: The Only Way Is Ethics – Or Is It?

ESG represents a form of investing that centres around companies that prioritise ESG factors.

Thank You for Attending the Webinar

Dear Valued Client,

We would like to extend our heartfelt gratitude for your participation in the exclusive IAM ESG Fund webinar. Your presence and engagement made it a truly insightful and successful event. We appreciate your commitment to sustainable investing and your interest in the IAM ESG Fund.

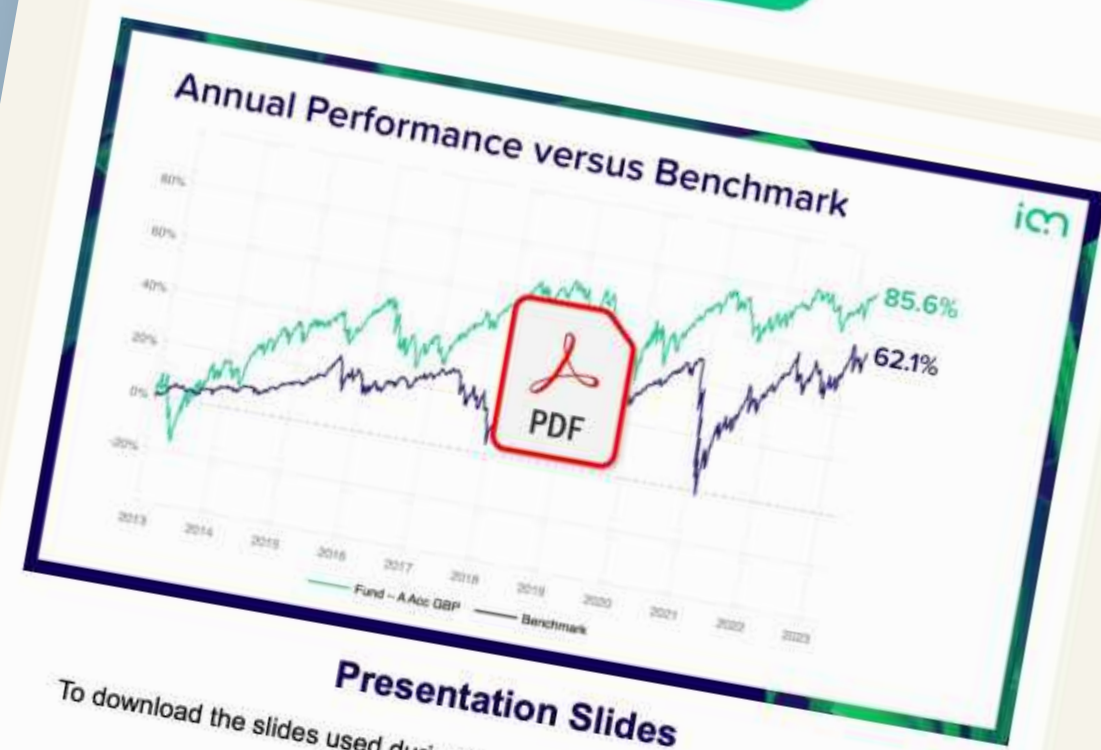
To further enhance your knowledge and reference the webinar content, we are pleased to provide the following resources:



Webinar Recording

You can access the recorded version of the webinar by clicking the link below.

[WATCH THE WEBINAR](#)



Presentation Slides

To download the slides used during the webinar, please follow the link below.

[DOWNLOAD PRESENTATION](#)

Key Takeaways from the Webinar



Sustainable Performance

We showcased the impressive track record of the IAM ESG Fund, highlighting its ability to deliver sustainable financial performance while aligning with environmental, social, and governance considerations.



Investment Opportunities

Our expert fund manager discussed unique investment opportunities within the diversified portfolio of the IAM ESG Fund, focusing on sectors poised for sustainable growth and positive impact.



Risk Management

We explored how...

Dear Valued Client,

We are excited to introduce Intelligent Asset Management's Monthly Insights, a comprehensive digest that brings you expert opinions and analysis from our esteemed economists, strategists, and portfolio managers. This insightful publication aims to provide you with valuable insights to support your investment decisions, offering guidance and perspectives of your time horizon. Let us be your partner in making more informed choices as we navigate the ever-changing financial landscape together.



Sustainable Investing

A Paradigm Shift Towards Long-Term Value

Ferrera Trossard reveals how ESG integration reshapes finance for meaningful change and enhanced value.
Thursday, 20 July 2023



Equities

ESG Investing: The Only Way Is Ethics – Or Is It?

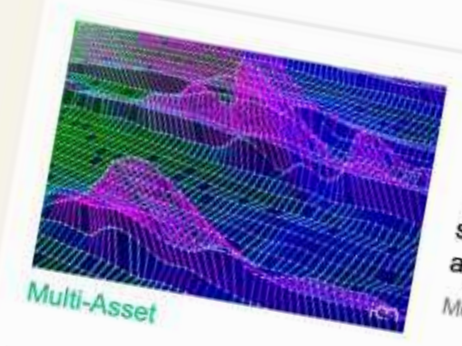
ESG represents a form of investing that centres around companies that prioritise ESG factors.
Wednesday, 19 July 2023



Special Report

Should investors stay and fight for green change — or divest?

This academic study questions whether remaining engaged can often have a more significant impact.
Tuesday, 18 July 2023



Multi-Asset

ESG investment returns to face a slowdown in Q3

The factors driving the outperformance of green stocks are changing, our award-winning managers argue.
Monday, 17 July 2023



Investment Views

Why high-interest rates might be an aberration

Economist Urshan Phillips argues central banks are increasingly attuned to the risks of overtightening monetary policy.
Monday, 17 July 2023



Webinar

Watch the Unlocking Sustainable Investment Success Webinar

Chief Strategist Sally Urshing presents Intelligent Asset Management's five-year sustainability outlook.
Friday, 14 July 2023

Should you have any follow-up questions or require a dedicated team is here to assist you. Contact us at info.uk@profund.com

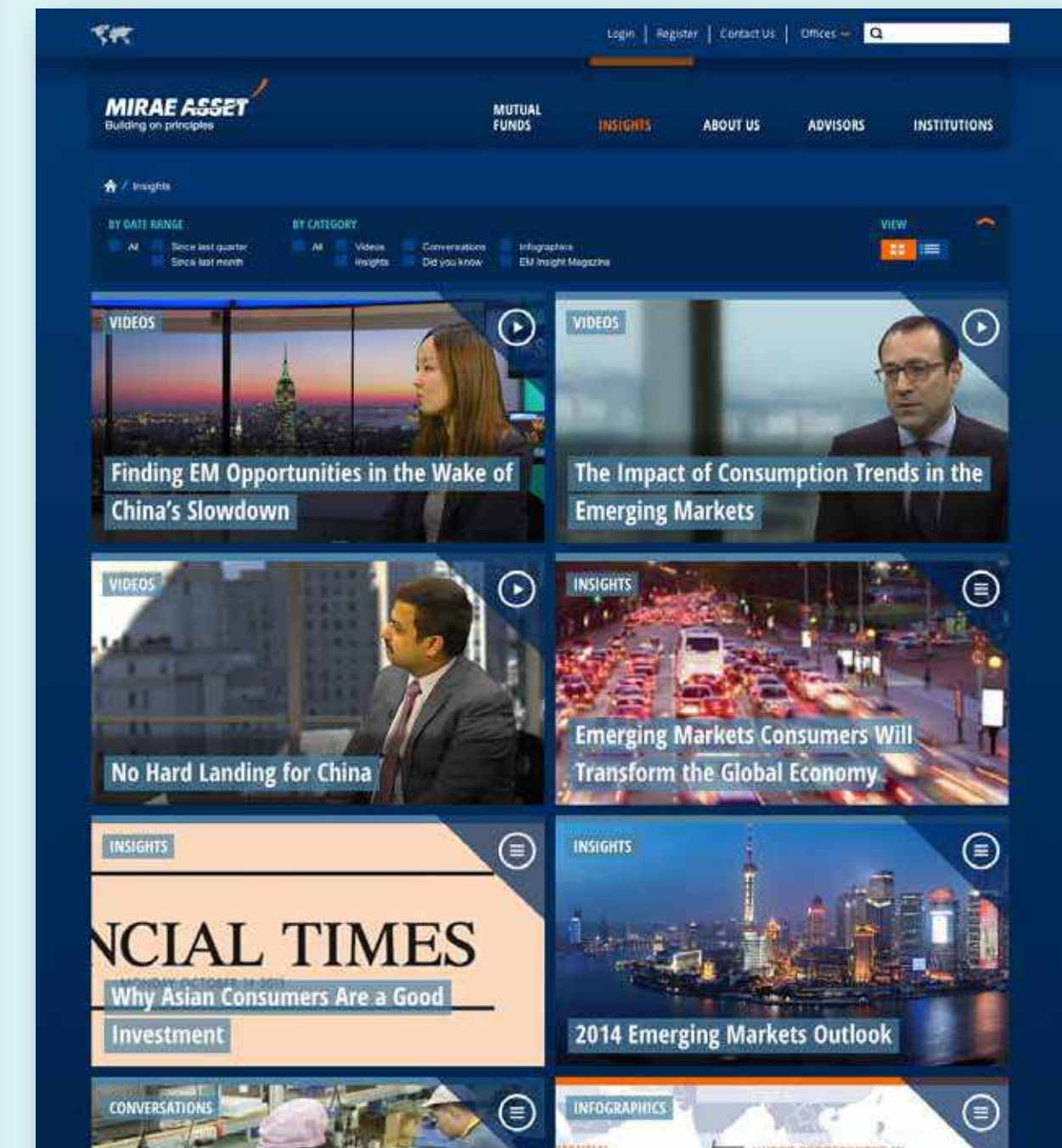
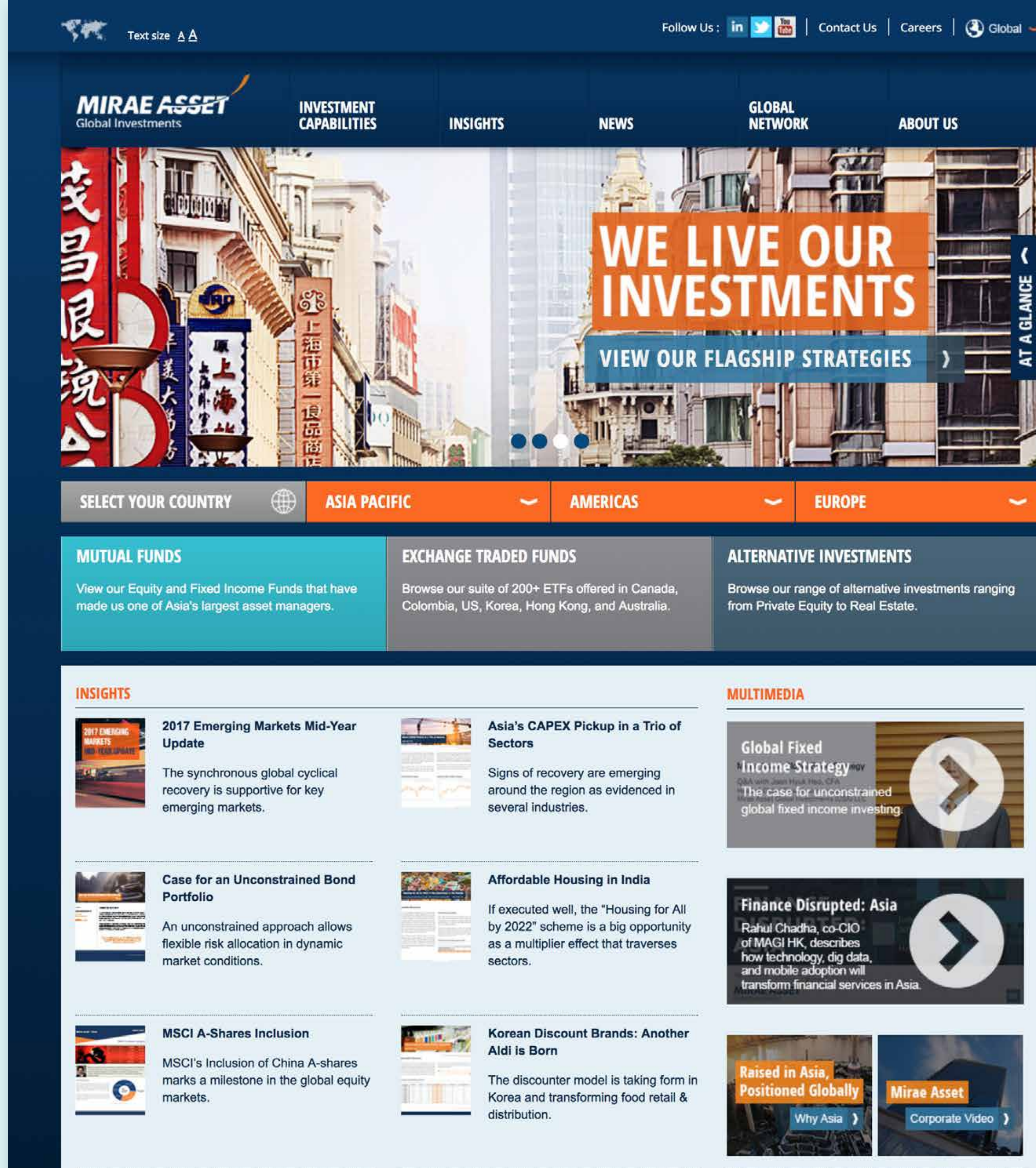
Mirae Asset Global Investments Campaign: Branding Success in UK and Europe

As Creative Director at Peregrine, I guided the design team in establishing Mirae Asset Global Investments' presence in the UK and European markets. This endeavour commenced with a strategic revamp of their UK and HK websites, where we instilled a robust, unified brand identity. This was further enhanced by our in-house production of professional videos, each meticulously filmed and edited to align seamlessly with the brand's ethos and campaign messaging.

In 2014/15, I directed comprehensive brand-building and advertising campaigns across print and digital media. Our efforts culminated in crafting the resonant slogan 'We Live Our Investments', now a cornerstone of Mirae's brand strategy.

The impact? Mirae's core SICAV range saw a staggering growth in assets under management, soaring from \$150 million to \$1.75 billion in just 14 months, firmly establishing Mirae as a powerhouse in the financial sector.

Looking to replicate this success for your brand? Reach out to me. Let's discuss how we can drive your brand to new heights of recognition and achievement.



MIRAE ASSET Global Investments

MUTUAL FUNDS INSIGHTS ABOUT US ADVISORS INSTITUTIONS

FUND IN FOCUS
EMERGING MARKETS GREAT CONSUMER

Emerging markets are anticipated to become the main drivers of global growth. The Emerging Markets Great Consumer Fund attempts to capitalize on the opportunities created by the growing emerging markets middle class.

EXPLORE THE FUND

FUND OVERVIEW

SEARCH FUNDS

Keyword, CUSIP, Ticker

FIND

Mutual Funds

MUTUAL FUNDS

BY STRATEGY

GREAT CONSUMER® FUNDS

- GLOBAL GREAT CONSUMER FUND
- EMERGING MARKETS GREAT CONSUMER FUND
- ASIA GREAT CONSUMER FUND

- Focus on consumption trends in the emerging markets
- Invest beyond the consumer staples and discretionary sectors
- Bottom-up, high-conviction equity portfolios

Our Great Consumer strategy

EQUITY FUNDS

- EMERGING MARKETS FUND
- ASIA FUND

- Focus on high-quality, high-growth companies in the emerging markets
- Target companies with current or anticipated positions of industry dominance
- Bottom-up, high-conviction equity portfolios

Our equity strategy

FIXED INCOME FUNDS

- GLOBAL DYNAMIC BOND FUND

- Driven by global macro analysis
- Evaluate risk-return trade-off presented in global fixed income markets
- Allocate dynamically across a multitude of fixed income sectors

Our fixed income strategy

MIRAE ASSET GLOBAL INVESTMENTS AT A GLANCE

Mirae Asset Financial Group is one of the leading independent financial services firm in Asia. With our unique culture of entrepreneurship, enthusiasm and Innovation, we employ our expertise in emerging markets to provide investment opportunities for our clients.

MIRAE ASSET FINANCIAL GROUP

- MIRAE ASSET GLOBAL INVESTMENTS**
Traditional Investments
ETFs
Alternative Investments
- MIRAE ASSET SECURITIES**
Wealth Management
Investment Banking
Brokerage Services
- MIRAE ASSET LIFE INSURANCE**
Life Insurance
Variable Insurance
Retirement Pensions

118 INVESTMENT PROFESSIONALS
Over 118 Investment professionals focusing on the emerging markets.¹

\$58b IN WORLDWIDE AUM
Over \$58 billion in worldwide AUM

MIRAE ASSET Global Investments

INVESTMENT CAPABILITIES LITERATURE MULTIMEDIA ABOUT US TEAM PROFILES

Our Funds / Mutual Funds / Mirae Asset Asia Great Consumer Equity Fund

MIRAE ASSET ASIA GREAT CONSUMER EQUITY FUND

CHOOSE A DIFFERENT FUND

CLASS A CLASS I EUR USD

FUND DETAILS

Information as of 20/09/2017

	NAV PER SHARE	DAILY CHANGE
at NAV	16.34	0.12%

FUND CUMULATIVE PERFORMANCE (%)

	3MO	6MO	1YR	3YR	5YR	YTD	SINCE LAUNCH	LAUNCH DATE
	10.9	27.6	23.1	15.7	71.8	41.4	63.4	07/06/2011

CALENDAR YEAR PERFORMANCE (%)

	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007
	-11.2	-2.8	18.8	6.9	28.0	-	-	-	-	-

CUMULATIVE PERFORMANCE CHART

3M 6M 1Y 3Y 5Y YTD SINCE LAUNCH

RATING & AWARDS

Morning Star¹ ★★★★★

FUND FACTS

- ISIN Code: LU0593848566
- Bloomberg ticker: MIRAGCI LX
- Sub-Fund Launch Date: 07/06/2011
- Share Class Launch Date: 07/06/2011
- Base currency: USD
- Domiciled: Luxembourg
- Fund Structure: Open-ended fund
- Master Fund Size (Million): USD 519.95
- Fund Size (Million): USD 79.19
- Benchmark²: MSCI AC Asia ex Japan Index

Other available share classes & ISIN codes

Below Classes of Shares available in the Sub-Fund, denominated in the currencies mentioned hereafter:

- Class I - USD : LU0593848566
- Class I - EUR : LU0593849028
- Class A - USD : LU0593848301
- Class A - EUR : LU0593848723

Class "A" Shares are for all investors.
Class "I" Shares are only offered to institutional investors.

¹ The sale of Shares of certain Classes may also be restricted to institutional investors within the meaning of Article 174 of the Law of 2010 ("Institutional Investors").

FUND DOCUMENTS

- Factsheet - Class I - USD ((EN / CHI)
- Product Key Facts Statements (EN / CHI)
- Prospectus
- Financial Reports

¹ Past performance information is not indicative of future performance. Investors may not get back the full amount invested.
² The computation basis of the performance is based on the calendar year end, NAV-to-NAV, with dividends (if any) reinvested.
³ These figures show by how much the share class increased or decreased in value during the calendar year shown.
 Performance data has been calculated in USD including ongoing charges and excluding subscription fee and redemption fee you might have to pay.
⁴ Where no past performance is shown there was insufficient data available in that year to provide performance.
⁵ Sub-fund Launch Date: 07/06/2011

INVESTMENT OBJECTIVE

The primary objective of Mirae Asset Asia Great Consumer Equity Fund (the "Sub-Fund") is to achieve long term growth in the share price through capital appreciation, measured in US Dollars, of the underlying equity portfolio. The Principal Investment Manager will seek to achieve the objective of the Sub-Fund by investing mainly in equities and equity related securities (such as but not limited to shares and depository receipts) of Asian companies which are expected to benefit from growing consumption activities of Asian region, such as Korea, Taiwan, India, Malaysia, Indonesia, Philippines, Thailand and China, excluding Japan.

Fund information

Fund name	Mirae Asset Global Discovery Fund
Sub-Fund name	Mirae Asset Asia Great Consumer Equity Fund
Management company	FundRock Management Company S.A.
Investment manager(s)	Mirae Asset Global Investments (Hong Kong) Limited
Profile of the typical investor	Typical investors would seek long-term capital growth measured in US Dollars from an actively managed portfolio of equities and equity-related securities.

Insights / Why Asian Consumers Are a Good Investment

WHY ASIAN CONSUMERS ARE A GOOD INVESTMENT

BACK TO OVERVIEW VIEW ALL INSIGHTS

FINANCIAL TIMES
MONDAY OCTOBER 14 2013

ASIA'S TASTE FOR LUXURY

In this October 14, 2013 feature on Mirae Asset Global Investments' Co-Chief Investment Officer Rahul Chadha, the Financial Times explores why he favors Asian resort and gaming stocks, his ever-present watch for hot Asian brands, his professional history, and why he thinks it pays to be grounded in emerging markets.

'I have this habit of looking at ladies' handbags'

Two had 14 years on the sidelines in Asia, and what I've learnt is it pays to be grounded in emerging markets.

Ed Fernandez (877) MIRAE 01 (877) 647-2301

Ask a question

Your Question*

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MIRAE ASSET Global Investments

MUTUAL FUNDS INSIGHTS ABOUT US ADVISORS INSTITUTIONS

EMERGING MARKETS INSIGHT Q1 2014

SPECIAL REPORT: MICRO FIRMS ROCK CHINESE FILM INDUSTRY

Chinese movies are currently going through the "industrial phase" and small firms are driving this trend, from marketing to post-production. Click here to read the special report.

IN AND OF THE EMERGING MARKETS

Being in these countries helps us better understand—and navigate—the complex economic landscapes.

FORBES PROFILES JOOHEE AN

You have to meet managers on the ground. Our on-site presence is everything.

TOTAL AUM \$58 BILLION

MORE THAN TWO THIRDS OF OUR ASSETS ARE IN EMERGING MARKETS.

A SHARE OF THE PIE FINDING THE NEXT JUNGLE FIND A CLASS

FIND A FUND

Keyword, CUSIP, Ticker

FIND

FEATURED FUND

Mirae Asset's Emerging Markets Great Consumer Fund attempts to capitalize on the opportunities created by the growing emerging markets middle class.

EMERGING MARKETS GREAT CONSUMER FUND

I AM A FINANCIAL ADVISOR INSTITUTIONAL INVESTOR

EXPLORE OUR FUNDS

Or call (844) 775-3417

GREAT CONSUMER

- The impact of consumption trends in the emerging markets
- Our report, blog/cast, and video on the growth of modern food retailing
- China has the world's largest network of toll roads and high-speed trains, as well as six of the ten busiest container ports. (Source: McKinsey, Jan 2013.)

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Lagarde says she hopes UK will stay in EU
Dow and DuPont unveil \$130bn mega-merger

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Fosun chair 'assisting' Chinese probe
Tycoon linked by local media to anti-corruption drive

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With over \$60 billion of assets under management and 100 investment professionals in seven countries throughout Asia, the Mirae Asset Global Investments team are living the consumer experience.

This unique insight gives us a distinctive edge in managing our investments.

MIRAE ASSET
Global Investments

Interactive Digital Ad Campaign

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Face to face

'I have this habit of looking at ladies' handbags'

Mirae Asset Global Investments
Established 2004
Assets under management: \$60 billion
Offices: Korea, India, Hong Kong, Singapore, London, New York, Canada and Seoul

Curriculum vitae

2004 Annual Mirae Asset Global Investments (Singapore)

2008 Research analyst Dunelm Mutual Funds

2008 Senior research analyst Aviva Life Insurance (Hong Kong)

2008 Senior equity analyst

PR Campaign

MIRAE ASSET
Global Investments

WE LIVE OUR INVESTMENTS

00:04

Lawrence Gong
Investment Analyst

26 31 DAYS \$20,000 \$520,000

Video Campaign

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MIRAE ASSET
Global Investments

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This unique insight gives us a distinctive edge in managing our investments.

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Global Investments

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Euroclear Annual Report – Print Version

27.5 Trillion Euros held in custody for clients

Euroclear, one of the world's largest providers of post-trade processing for bond, equity, ETF and mutual fund transactions, engaged Peregrine to design and produce their annual report.

Provided creative direction on the design, typography, photography, layout and finishing of their annual report. We also designed a series of graphics and infographics to illustrate highlights and key performance data. Created a foldout infographic at the front of the report to present the complex business areas of Euroclear within the brand guidelines.

Artworked the entire 110-page report and formatted 70-pages of text and accounts from Word into InDesign.

Created a digital version of the report which was responsive and in line with the existing Euroclear website. The ideas we provided on how to present the data and the styling of data was used for future publications in print and digital.

<https://www.euroclear.com/investorrelations/en/annual-reports.html>



This image shows a close-up of the financial statements table from the annual report. The table lists various financial metrics for Euroclear UK & Ireland, including revenue, expenses, and profit, presented in a structured grid format with multiple columns and rows of data.



This image shows a page from the annual report titled "Chairman's message" by Mart Antoine Autheman, Chairman of the board. The page features a portrait of the chairman and a letter addressed to shareholders, discussing the company's performance in 2015 and its strategic initiatives. The text is set against a background of a blurred image of the report's pages.

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About Euroclear [>](#)

“Euroclear is starting to reap the benefits of its earlier investments further enhancing the service delivered to clients and supporting the business and regulatory environment, while maintaining its strong cost discipline.”

Marc Antoine Autheman [>](#)
Chairman of the board

“Our performance over 2015 has strengthened Euroclear as a preeminent provider in an everchanging environment, which is well positioned for future growth opportunities.”

Tim Howell [>](#)
Chief Executive Officer

Euroclear by the numbers

The Euroclear group delivered robust business performance in 2015 driven by increased activity levels and flat core operating costs.

Key drivers Key performance indicators Financial highlights



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About Euroclear [>](#)

“Your company performed well in 2016 and maintained its profitability through a challenging year. The Board recommends a dividend of €37 per share for 2016, with a stable 40% pay-out ratio.”

Marc Antoine Autheman [>](#)
Chairman of the board

“Despite market volatility, our business drivers trended positively, even above our expectations, throughout the second half of the year.”

Lieve Mostrey [>](#)
Euroclear group CEO

Euroclear by the numbers

The Euroclear group delivered robust business performance in 2016 driven by increased activity levels and flat core operating costs.

Key drivers Key performance indicators Financial highlights

Year	Values of securities held (in € trillion) ¹	Turnover (in € trillion) ¹	Number of netted transactions (in millions)	Average daily collateral provision outstanding (in € billion) ²
2016	27.7	655.4	195.9	1072.6
2015	27.5	609.6	190.7	1073.3
2014	26.0	623.2	191.8	886.9
2013	24.2	618.8	179.4	882.2
2012	23.0	641.6	163.3	700.6

Performing strongly across the group

Year	Turnover	Values of securities held	Number of netted transactions
2016	€451.7 trillion	€12.7 trillion	84.1 million
change from 2015	+2.1%	+2.5%	+12%

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“Euroclear is starting to reap the benefits of its earlier investments further enhancing the service delivered to clients and supporting the business and regulatory environment, while maintaining its strong cost discipline.”

Marc Antoine Autheman [>](#)
Chairman of the board

Euroclear by the numbers

The Euroclear group delivered robust business performance in 2015 driven by increased activity levels and flat core operating costs.

Select category:

Key performance indicators

Net fee income margin (%)

2015	35.9
2014	35.7
2013	32.7
2012	27.6
2011	21.6

Unit cost evolution (in cps)

2015	0.26
2014	0.27
2013	0.28
2012	0.31
2011	0.32

Performing strongly across the group

Select category:

Euroclear Bank

Year	Turnover	Values of securities held	Number of netted transactions
2015	€442.6 trillion	€442.6 trillion	191 million
change from 2014	+5.3%	+5.3%	+5.3%

Euroclear in 6 steps

Select step:

Step 1

Select step:

Step 1

Scale provider of post trade services

€27.5 trillion market held in custody for net assets

- +60% London holding
- +50% European market market securities
- +40% Offshore Reserve holding
- +6% per year growth

+1 million securities held in custody

+191 million transactions processed

+5% year on year growth

+8% per year growth

€675 trillion in turnover

Step 2: Asset safety & resilience [>](#)



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Sovereign Mission and Vision



The Sovereign Group

1994 - 2013

Sovereign is one of the largest independent corporate and trust service providers managing 20,000 structures for a wide variety of clients with AuM in excess of £20 billion.

I was responsible for the creation of Sovereign's corporate identity, branding and creative direction of the Sovereign Group's global marketing initiatives – print and digital – across 20 jurisdictions for a period of nine years. I am to very proud to say that the identity of Sovereign remains the same to do this date.

As Brand Ambassador, I designed and managed global print and digital advertising campaigns in numerous languages, the quarterly Sovereign Report publication, office interiors and signage, as well as ALL internal and external marketing collateral maintaining a consistent global brand experience across 20 jurisdictions.

<https://www.sovereigngroup.com>



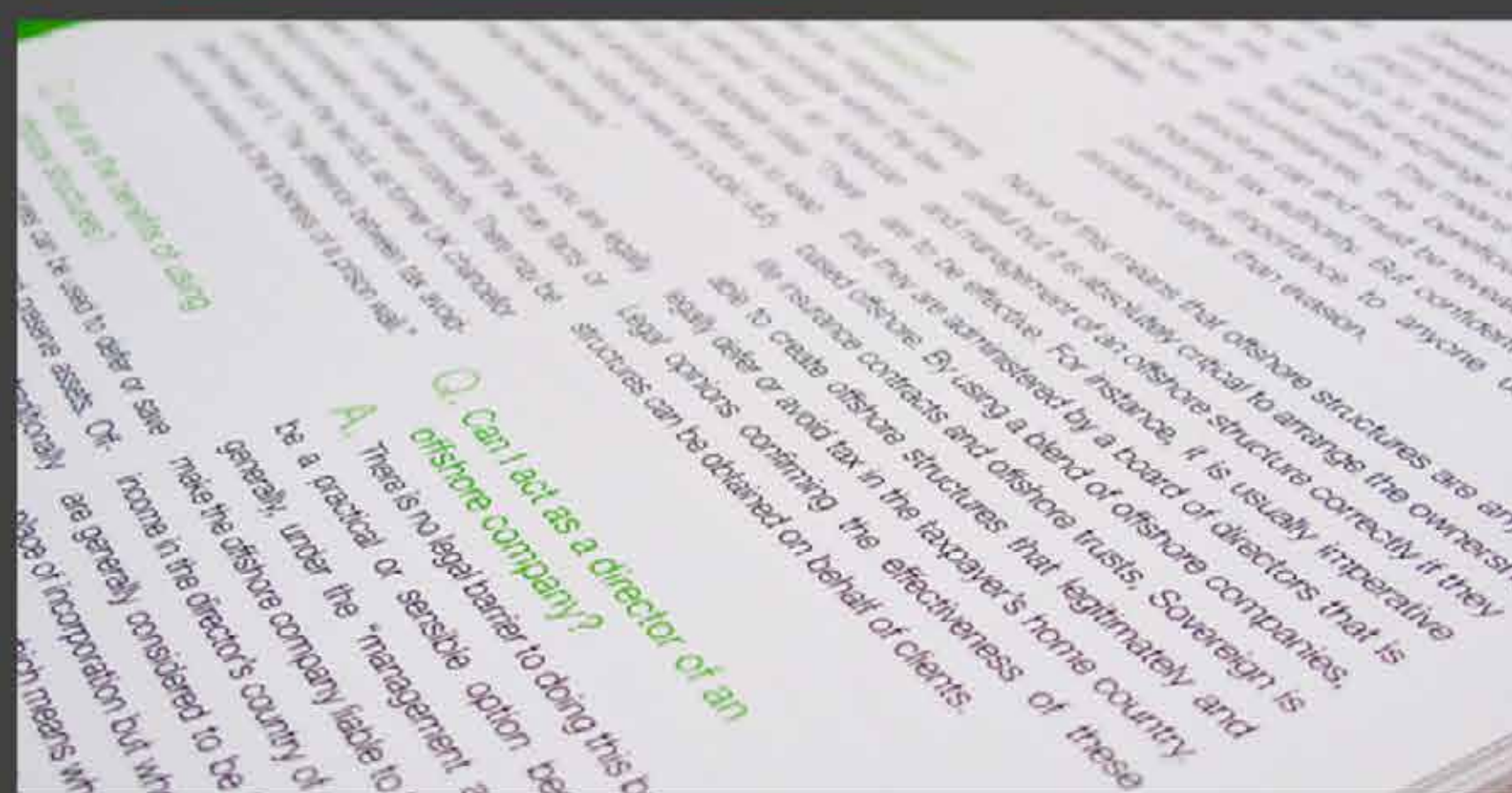
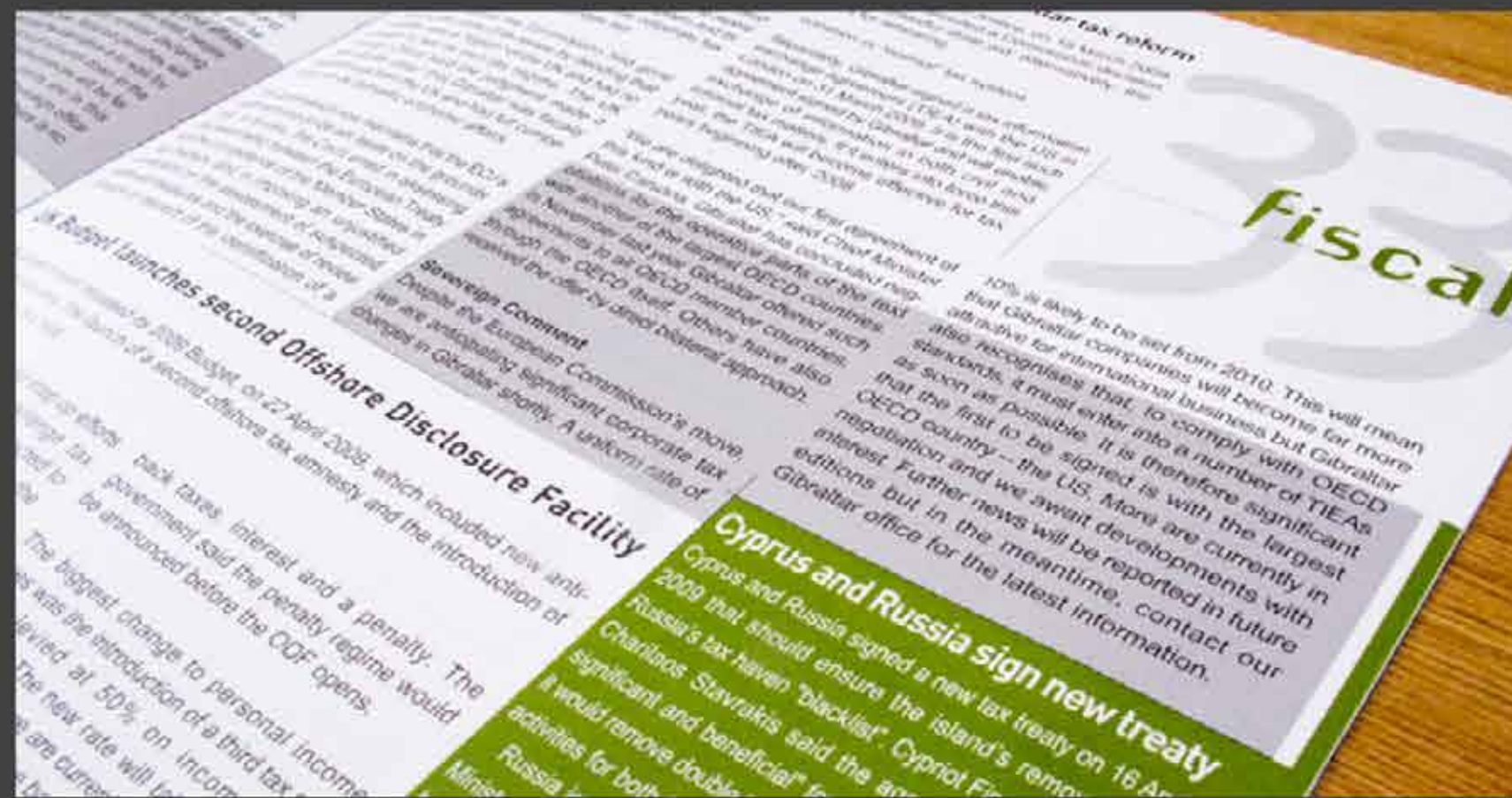
About us

Sovereign opened its first office in Gibraltar in 1987 and has since grown into one of the largest independent corporate and trust service providers in the world. We currently manage over 20,000 clients that include companies, entrepreneurs, private investors or high net worth individuals and their families – and have assets under administration in excess of £20 billion.

[Read More](#)

The Sovereign Art Foundation

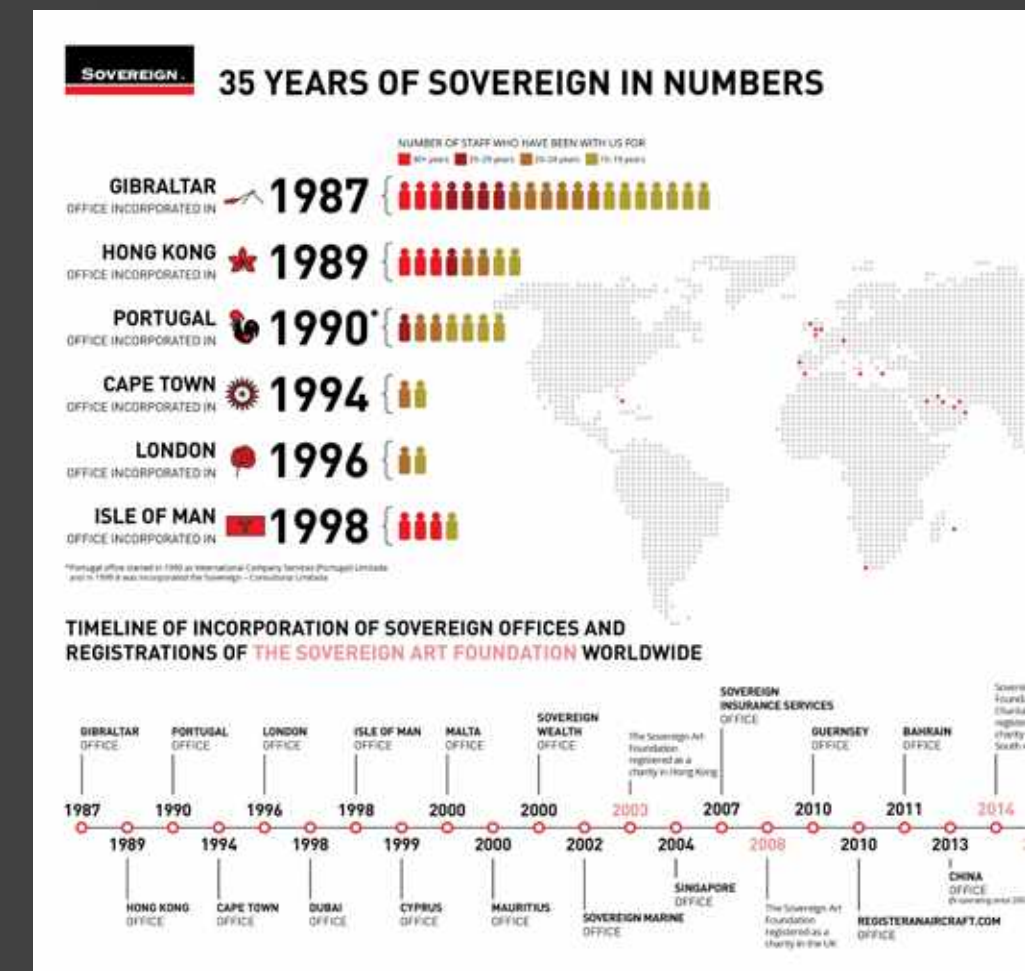
The Sovereign Art Foundation (SAF) is Sovereign's philanthropic arm. Established in Hong Kong in 2003, SAF works with disadvantaged



The Sovereign Group

1994 - 2013

<https://www.sovereigngroup.com>



The Sovereign Art Foundation / Art Prize

2003 - 2011

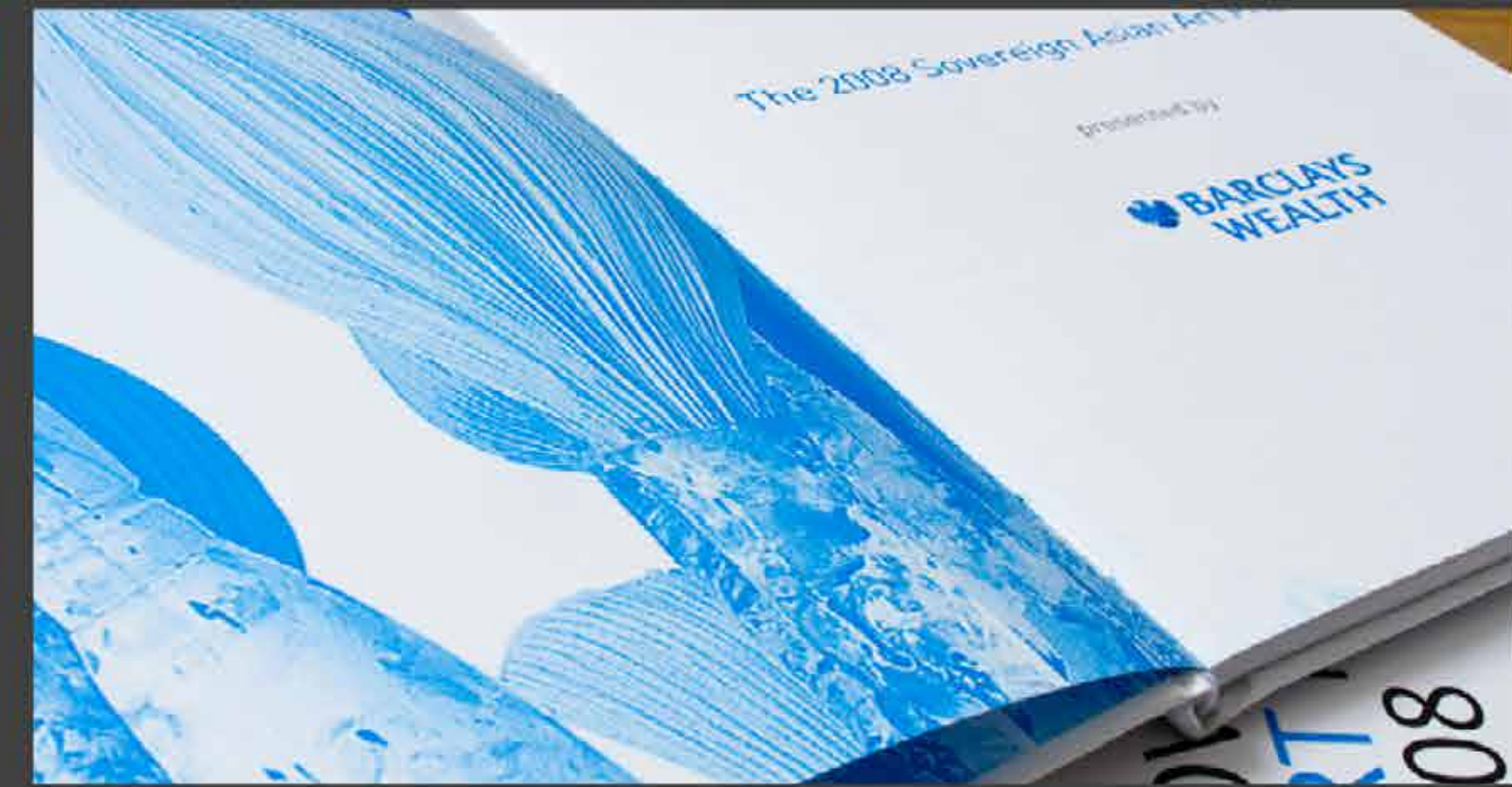
Whilst serving as Brand Ambassador at the Sovereign Group, a new charity initiative was launched by the Group's Founder Howard Bilton, and was asked to design the identity and brand guidelines for the Sovereign Art Foundation and its Prize events across four continents – the Asian, European, Middle East and African Prize competitions and events.

As sole designer, I collaborated with a small team managing all global advertorial, print and digital marketing projects from concept to delivery promoting the Art Prize held in multiple regions: Asia, Europe, the Middle East and Africa.

Designed and managed promotional collateral – print & digital – for sponsors: Jaeger-LeCoultre, Bulgari, Louis Vuitton, Barclays Wealth, the Financial Times, Cathay Pacific and Marina Bay Sands Singapore to name a few.

The Prize is now recognised as the most prestigious prize in its field.

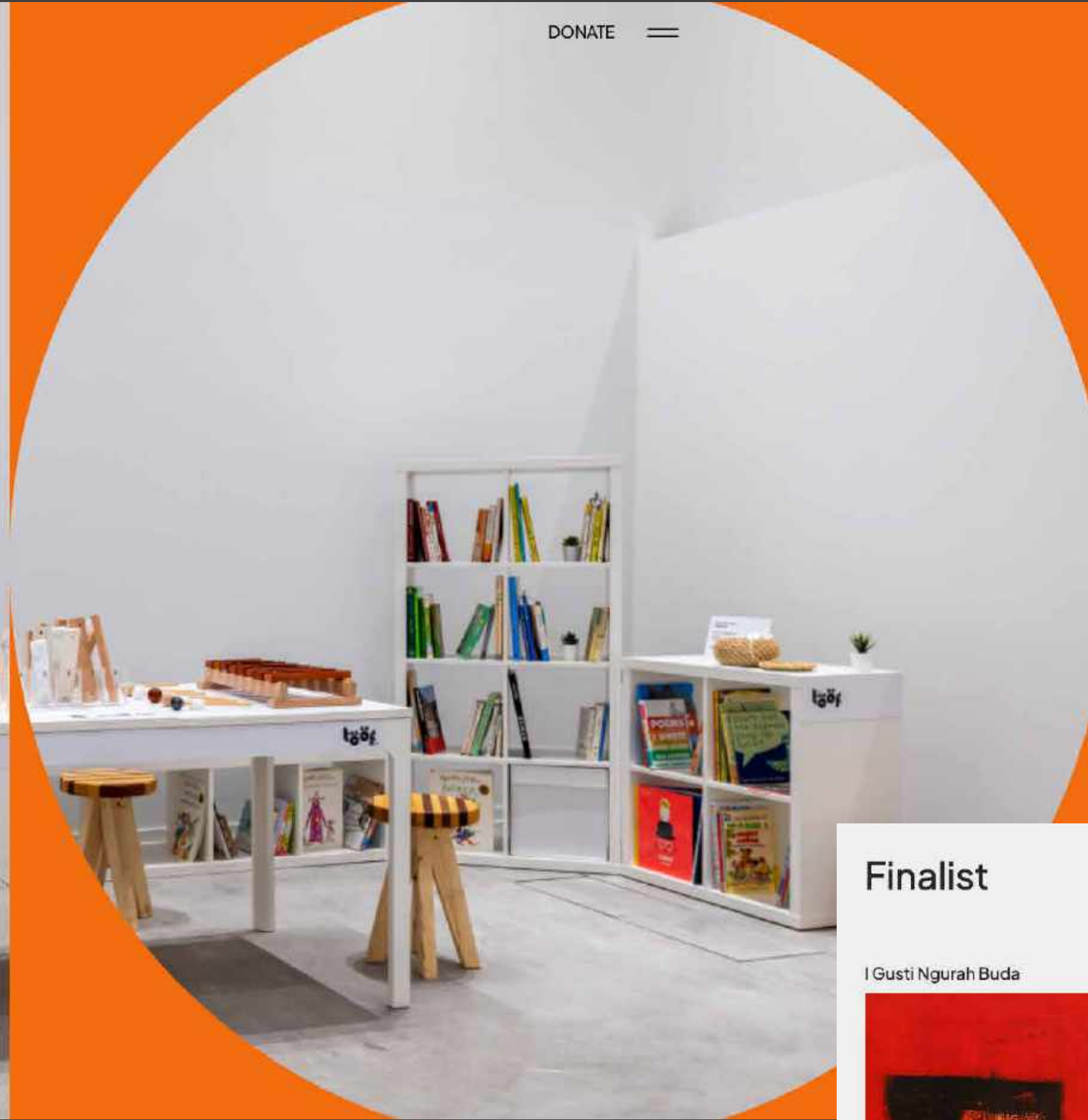
<https://www.sovereignartfoundation.com>





DONATE

2004 Sovereign Asian Art Prize



The Sovereign Art Foundation

<https://www.sovereignartfoundation.com>



Finalist

I Gusti Ngurah Buda



Bad Zone

Lu Min



Behind the Scene of Myanmar Classical Dancers

Lee Kwok Chuen



Beyond Gazing II

Chan Tuck Yew Ernest



Capsicum

Yip Siu Ka



Concoct



2005
Sovereign
Asian Art Prize



2011
Sovereign
Asian Art Prize



Tang Shu



Crying Out

Zhang Lin Hai



Drama Series No.1

Oon Boon Khong



Ever Striving Never Daunted

Hanny SK



Generas: Peneus

Chow Chun Fai



Local Café, Mongkok

“Howard’s Folly” Corporate Identity, Branding, Label & Packaging Design

“Howard” Bilton of Howard’s Folly had a vision to promote the wines of the Alentejo and Portugal to a wider global audience, in collaboration with Portuguese wine maker & co-founder David Baverstock.

Whilst serving as Brand Ambassador at the Sovereign Group and the Sovereign Art Foundation, CEO & Founder Howard Bilton asked me to design the identity and manage the brand development of Howard’s Folly Wine, including label design, packaging and marketing materials. We created the concept of showcasing the art from the Sovereign Art Prizes on the labelling of the wine each year.

Since the ‘folly’ launched, Howard’s Folly Wine has produced an abundance of award-winning wine and has its own state-of-the-art winery including two restaurants and a wine club which I’m proud to say still use the same identity I created many harvests ago.

<https://www.howardsfollywine.co.uk>



HOWARD’S FOLLY



Data-driven landing page

150 years of essential intelligence

I was approached by S&P Global to review the analytics of their existing landing page and provide a design solution that adhered to their new brand guidelines and increase the number of signups for their Platts product.

The final design implemented became the template for all of their product landing pages. The approach to the strategy, content and layout of the elements on the page also resulted in providing guidance to how data points, infographics, pictograms, CTA buttons and forms would be presented on their website.

Get real-time data insights and projections on commodity flows

Platts cFlow

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Platts cFlow Essential numbers

60,000+

SHIPS AND TANKERS TRACKED GLOBALLY WITH AIS HISTORY FROM 2010

12,000+

GEOGRAPHICAL ZONES TO JETTY LEVEL

12,524

ZONES

64

BUNK PORTS

30

MINUTES TRACKING POSITION UPDATED

1,000

VESSELS ON DISPLAY

3,225

PORTS

776

COAL JETTIES

424

REGIONS

247

IRON ORE JETTIES

185

COUNTRIES

199

LNG JETTIES

See everything. Know more. Act quicker.

With Platts cFlow you can be the first to know about vessel diversions, establish a ship's ETA and destination and learn if a tanker's full or empty. In business terms, this informed insight can prove as valuable as the cargo itself.



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See everything.





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Real-time insights and projections on commodity flows

Essential business intelligence you need to inform every decision. >

Gaining a deeper, richer understanding of today's waterborne commodities market requires a combination of real-time vessel location information with the latest news, market data, trends, prices, insights and analysis.



Visualize and analyse past trends, real time diversions and future flows >

Platts cFlow is a trade flow analytics service that allows you to view, monitor and analyse the key factors affecting the supply chain and impacting prices such as vessel movement, cargo data and freight bunker pricing information.

We provide the intelligence that is essential to how participants of the capital and commodity markets make decisions with confidence.

Want to know more?

Find out how Platts cFlow can help you and your business.

[Contact us >](#)

[Call +1 855 903 1546](#)



S&P Global Platts equips customers with the essential information to identify and seize opportunities in energy and commodities, stimulating business growth and market transparency.

About S&P Global

S&P Global Platts is a division of S&P Global, the world's foremost provider of ratings, benchmarks and analytics in the global capital and commodity markets.

For the past 150 years, we've been here. Gathering intelligence, in every corner of the globe, to deliver the ratings, assessments and analyses that governments, companies and individuals depend on the world over.

Our unique offerings—Ratings, Market Intelligence, S&P Dow Jones Indices and Platts—work together to give you the complete picture of the markets.



S&P Global - Who We Are >

[S&P Global Platts](#)

Platts cFlow
[Request a Complimentary Trial](#) [Request >](#)



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Learn what the Platts cFlow essential commodity analytics tool can do for you.

First Name*	Last Name*
<input type="text"/>	<input type="text"/>
Business Email*	Business Title/Role*
<input type="text"/>	<input type="text"/>
Company Name*	Job Title or Role*
<input type="text"/>	<input type="text"/>
Country*	Zip or Postal Code*
<input type="text"/>	<input type="text"/>
City*	<input type="text"/>
<input type="text"/>	<input type="checkbox"/> Contact me to schedule a product demonstration

[Submit >](#)

To speak to our product specialists now, call +1 855 639 9390



Real-time insights and projections on commodity flows

Essential business intelligence you need to inform every decision. >

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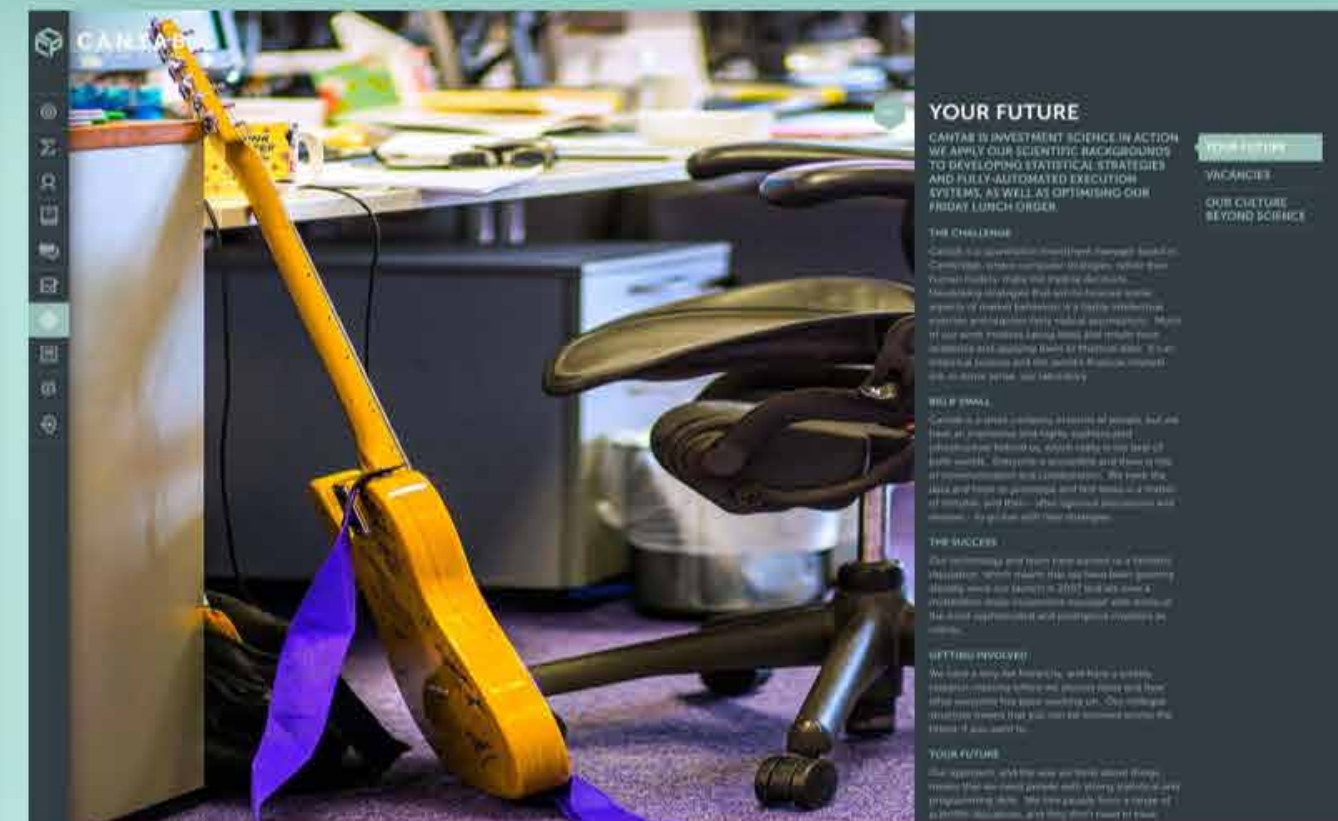
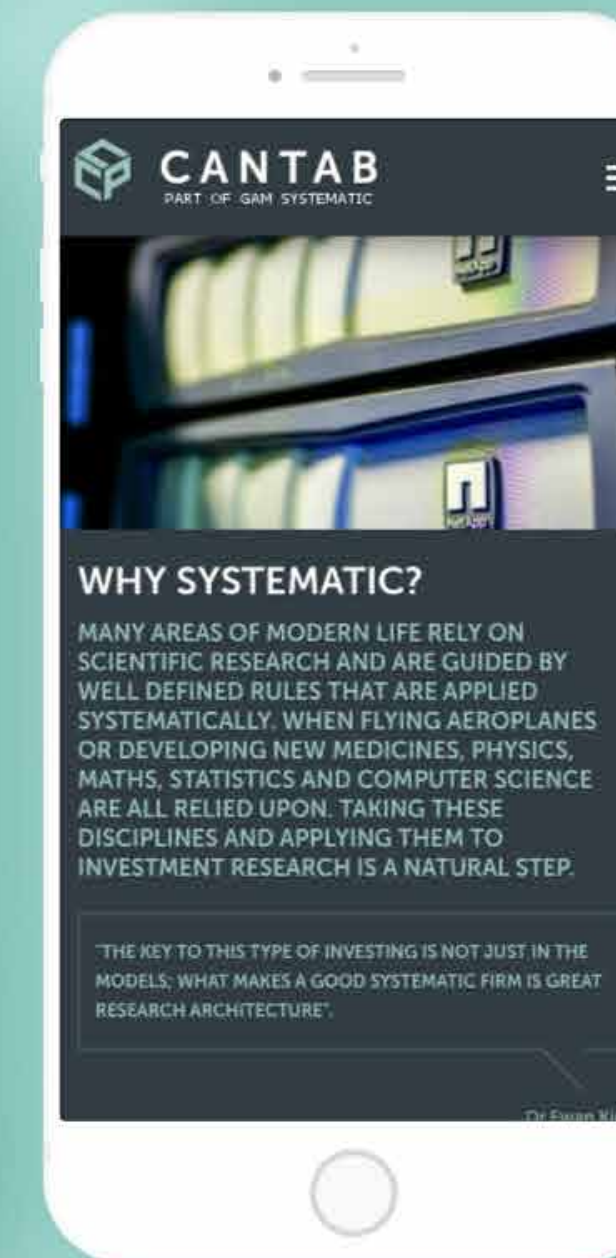
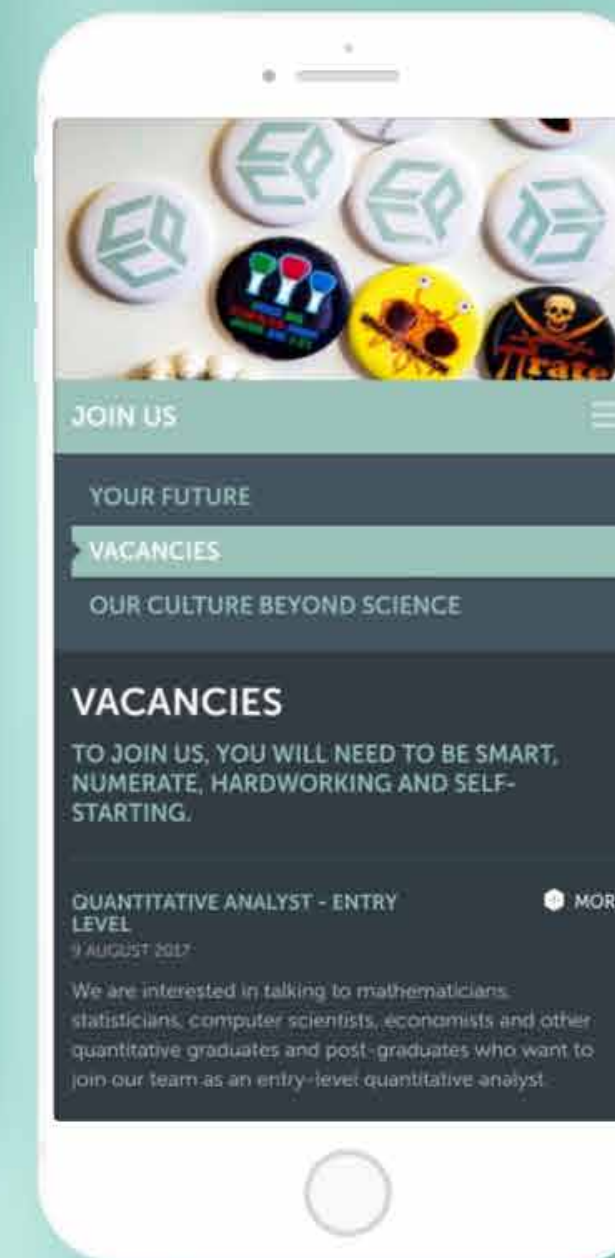
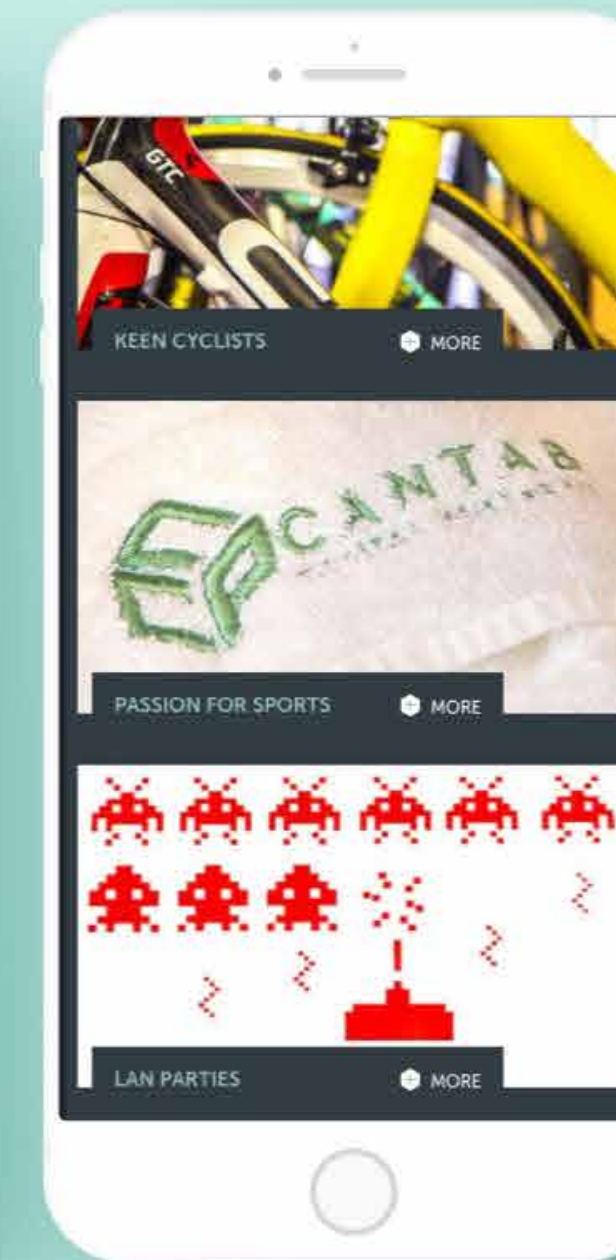
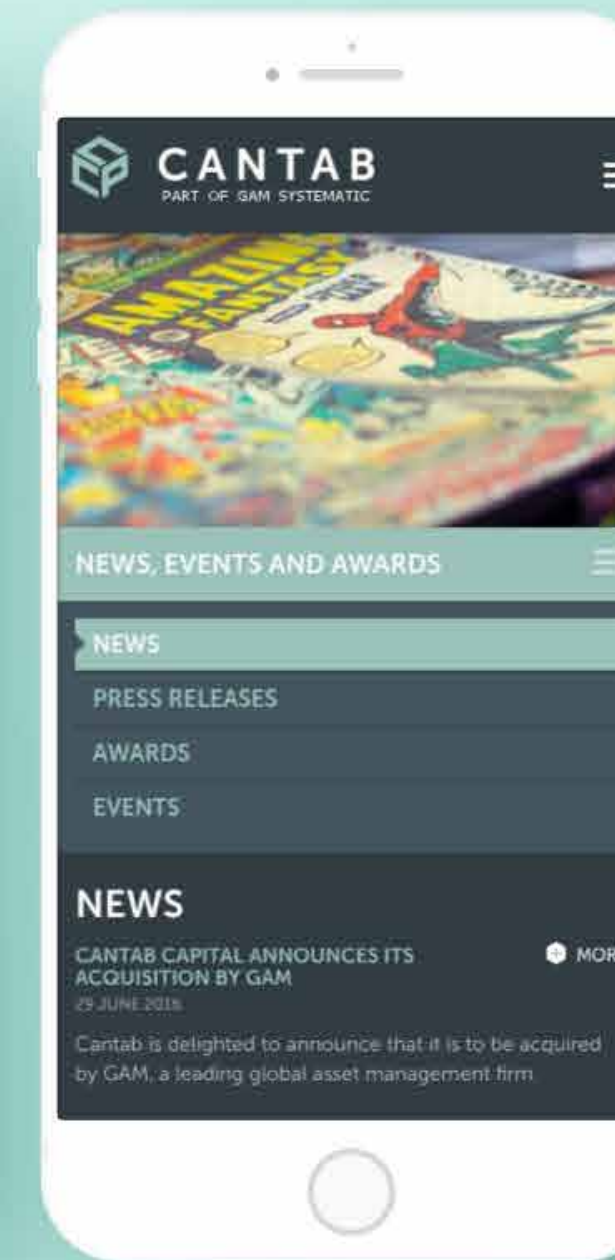
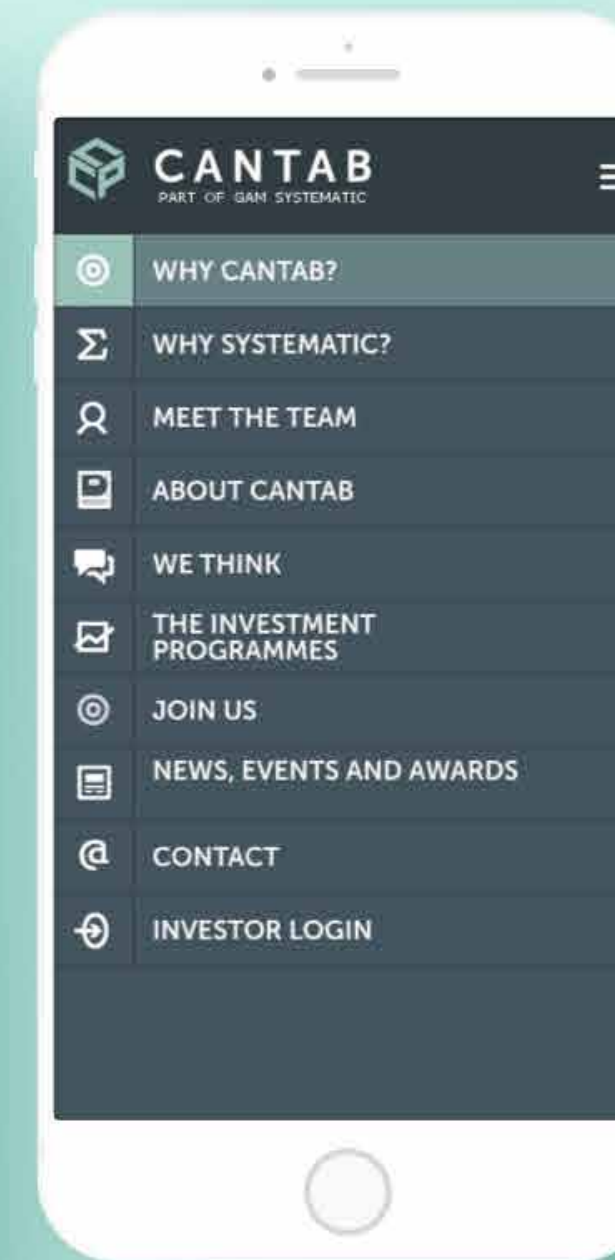
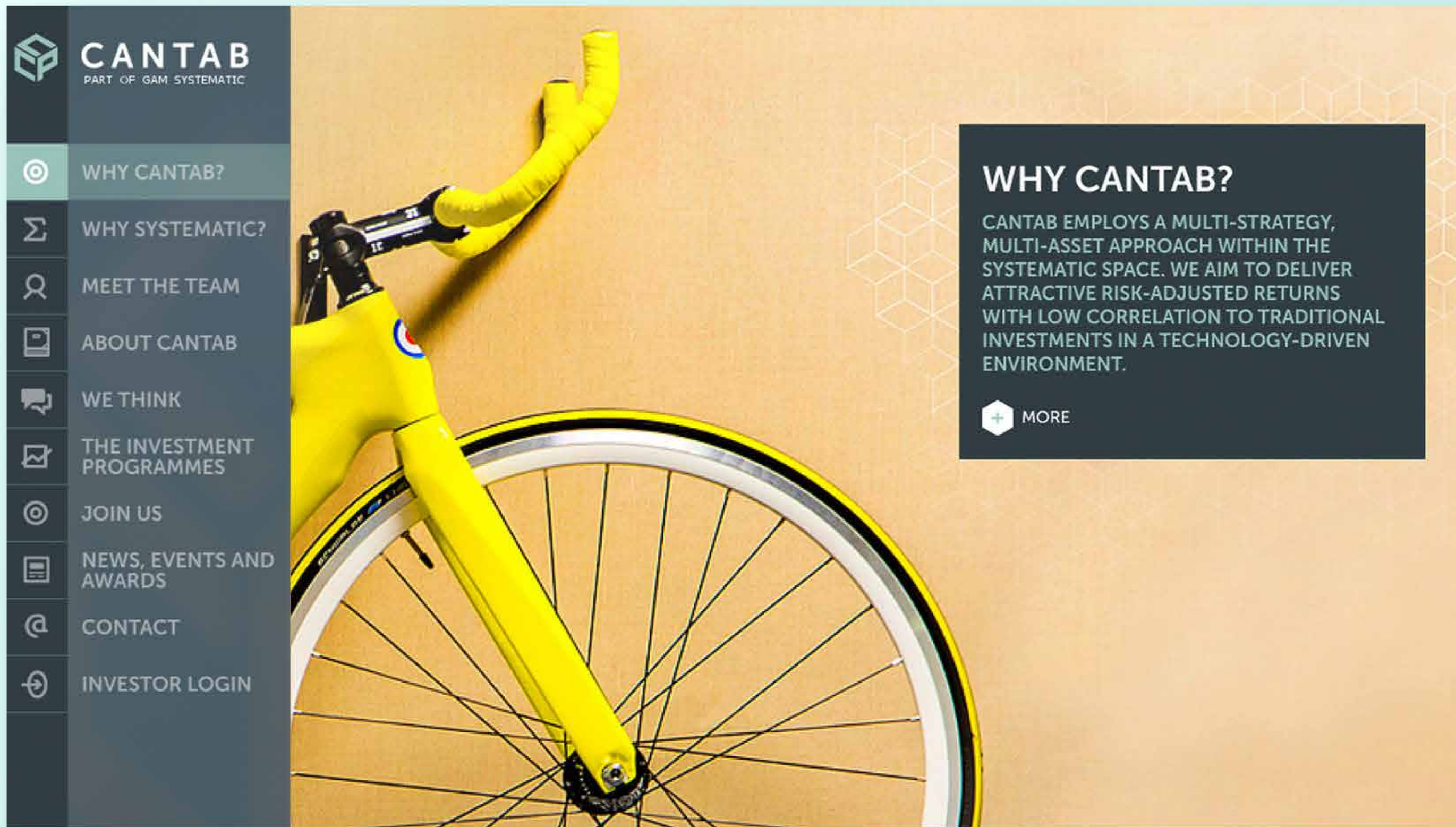
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S&P Global - Who We Are >

[S&P Global Platts](#)

Platts cFlow
[Request a Complimentary Trial](#) [Request >](#)



Cantab Website
US 4.5 billion AUM

Designed and built a responsive website with two objectives: present Cantab as an innovative technologically-advanced systematic asset management firm and showcase the culture of

Cantab for recruitment purposes. Design of the site and navigation was founded on gamification techniques, and I personally photographed all of the images shown on the website.

Recruitment Advertisement

This is how we order lunch:
 $L^* = \arg \max_{L \in L} U_{\text{CANTAB}}(X_0(L), \dots, X_{N-1}(L))$
 interested in being the Nth?
 cantabcapital.com/yourfuture

Recruitment Campaign

US 4.5 billion AUM

Cantab Capital engaged Peregrine to help recruit suitable post-graduates and junior quants. The strategy included the redesign of the Cantab website and an advertising campaign featuring an algorithm which encouraged successful solvers to get in touch.

This was also supported by a media relations campaign to raise Cantab's profile and that of the principals.

The recruitment advertising campaign featured an algorithm that challenged potential employees to get in touch with an explanation for it, and this novel technique for engagement attracted the targeted new talent.

Recruitment Website

JOIN US
 CANTAB IS INVESTMENT SCIENCE IN ACTION. WE APPLY OUR SCIENTIFIC BACKGROUNDS TO DEVELOPING STATISTICAL STRATEGIES AND FULLY AUTOMATED EXECUTION SYSTEMS, AS WELL AS OPTIMISING OUR FRIDAY LUNCH ORDER.
 THE CHALLENGE
 Cantab Capital Partners is a quantitative hedge fund based in Cambridge, which operates globally. When the market moves, we need to be able to execute our strategies. Our aim is to build a team of people who can help us to do this. We are looking for people who are interested in being the Nth?
 WE ARE SMALL
 We are a small company in terms of people, but we have a high level of expertise and highly experienced individuals. We are looking for people who are interested in being the Nth?
 THE SUCCESS
 Our technology will help us to build a team of people who are interested in being the Nth?
 GETTING INVOLVED

Recruitment Post Card given out at Recruitment Fairs and University of Cambridge

This is how we order lunch:
 $L^* = \arg \max_{L \in L} U_{\text{CANTAB}}(X_0(L), \dots, X_{N-1}(L))$
 interested in being the Nth?

Cantab is investment science in action. We apply our scientific backgrounds to building statistical models and fully-automated execution systems, as well as optimising our Friday lunch order. Think you can add some more spice?

cantabcapital.com/yourfuture

Recruitment Exhibition Banner

This is how we order lunch:
 $L^* = \arg \max_{L \in L} U_{\text{CANTAB}}(X_0(L), \dots, X_{N-1}(L))$
 interested in being the Nth?

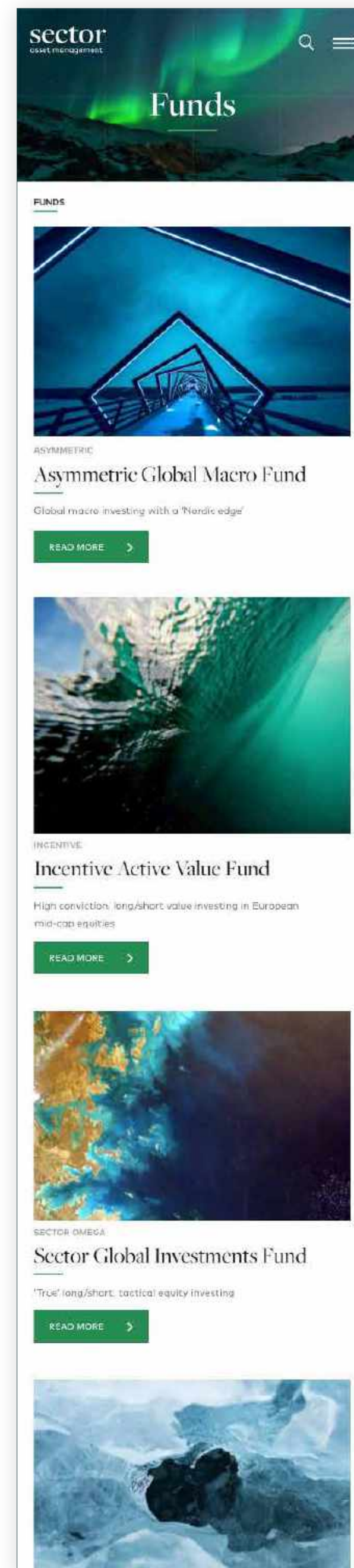
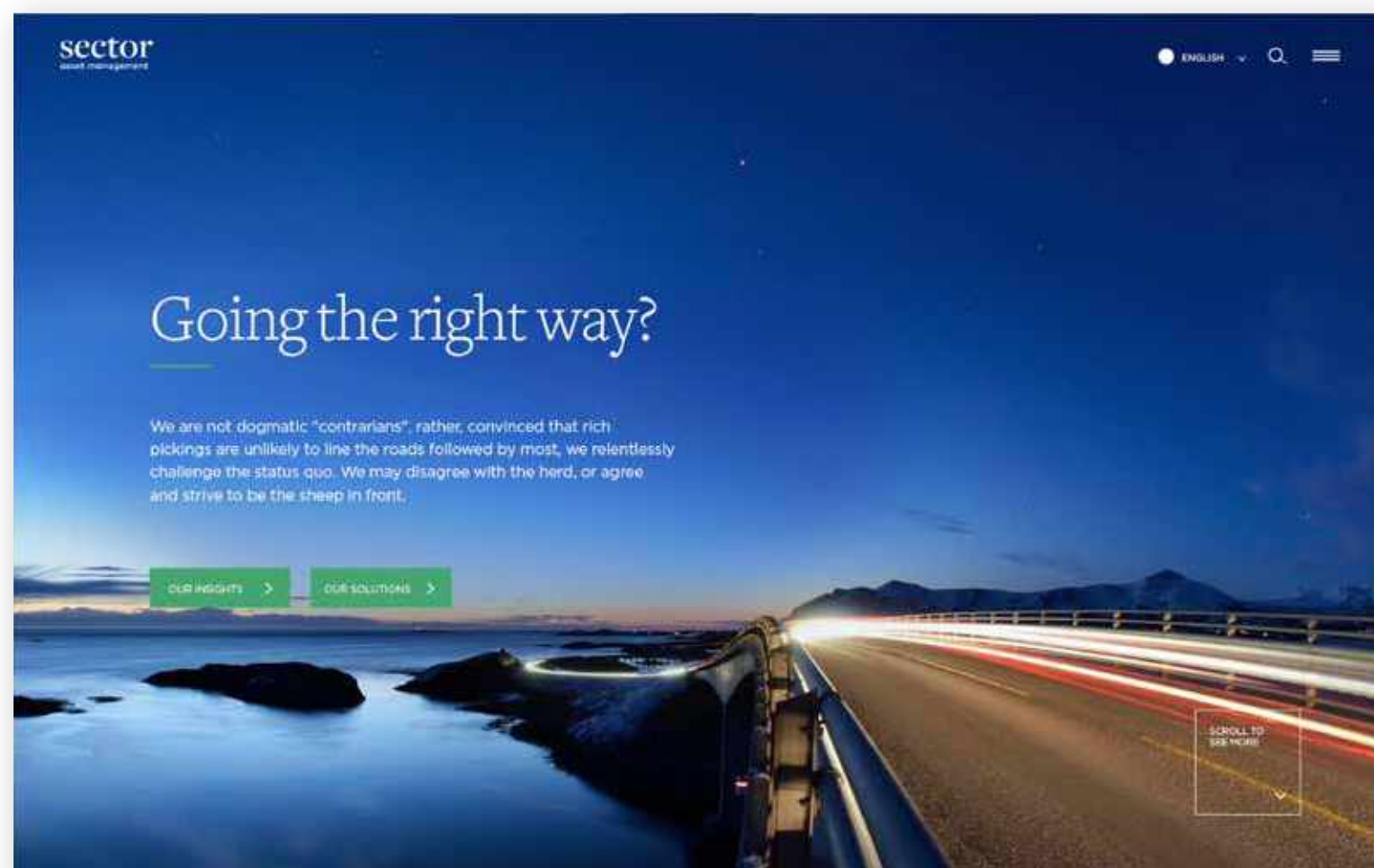
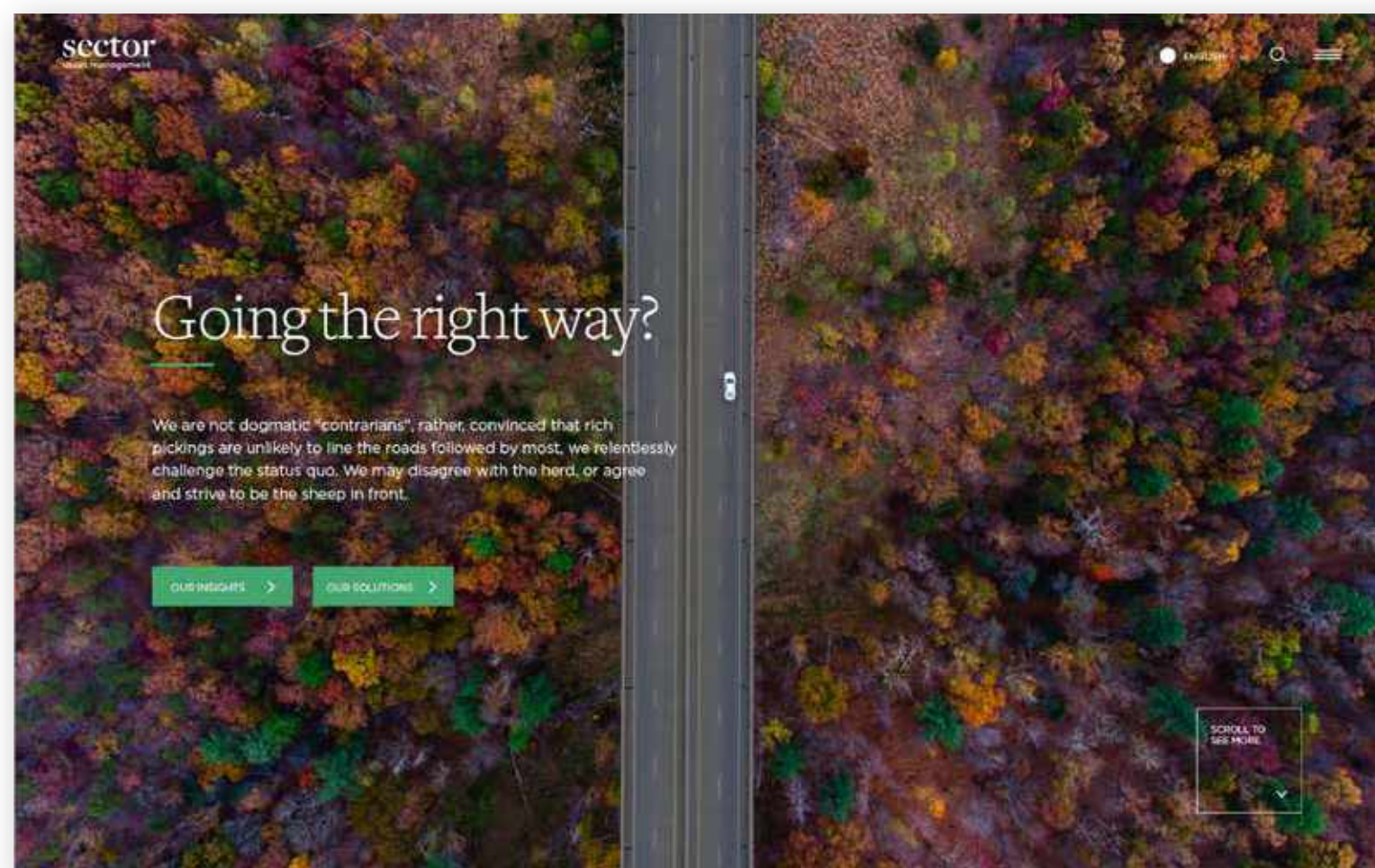
cantabcapital.com/yourfuture

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 MORE

Asset Manager Rebrand

NOK 3,5 billion AUM

Responsible for the redesign of Sector's corporate identity and marketing materials. Work involved a new identity, multilingual website design and build, product marketing collateral, infographics, photography and branding guidelines (identity, typography, colour scheme, graphics and imagery).

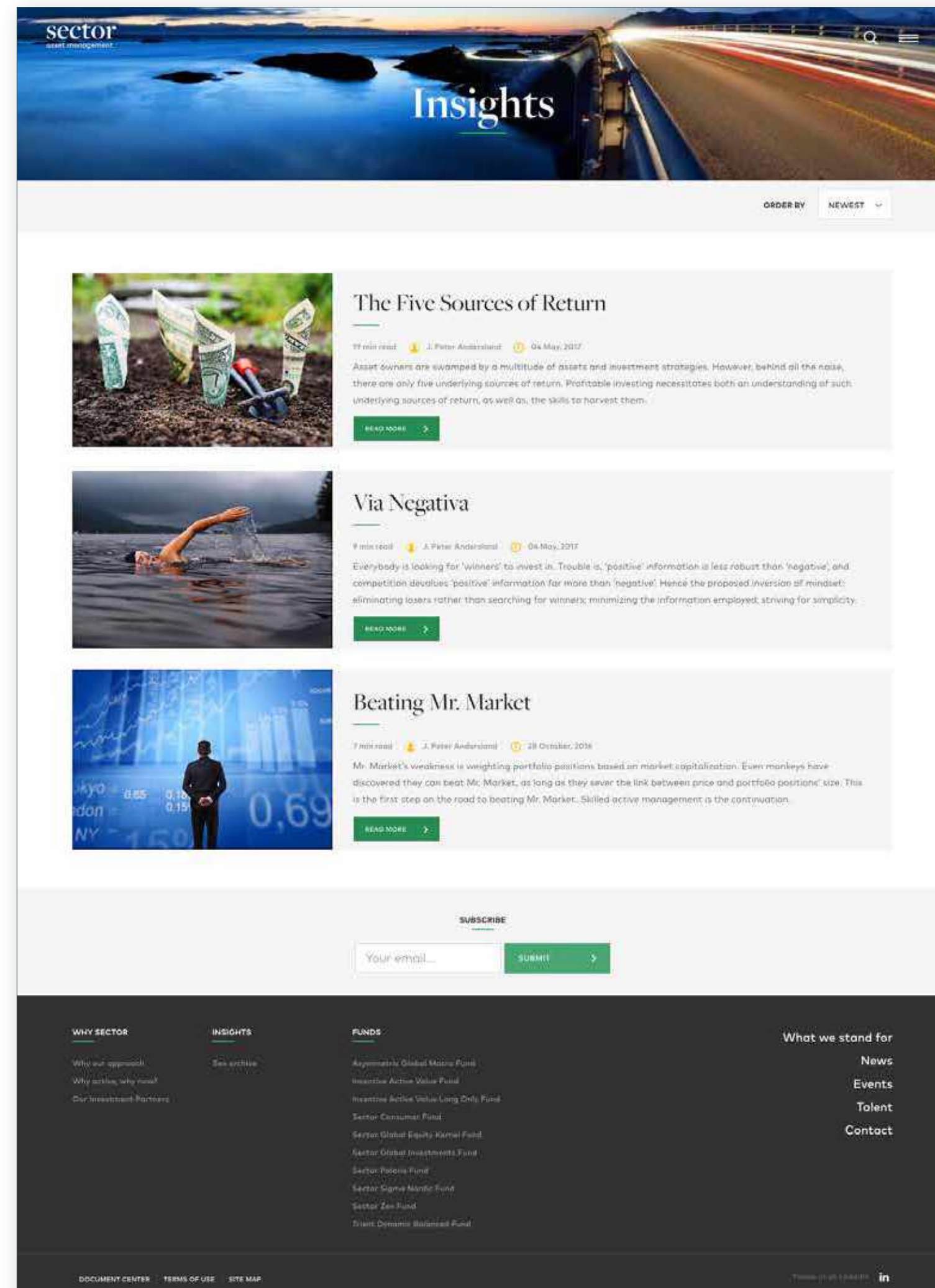


Responsive Mobile Website

sector
independent. thinking.

Freight Big
abcdefghijklmnopqrstuvwxy
0123456789

Mark Pro
abcdefghijklmnopqrstuvwxy
0123456789



Imagery Concepts

Brevan Howard

Responsible for the brand management and creation of marketing collateral including the launch of their website. Leading the design and IT team I was instrumental in the creation and management of their investor portal infrastructure.

BREVAN HOWARD

OVERVIEW WHAT WE DO STRATEGIES TEAM RESOURCES CONTACT LOGIN



LATEST ECONOMIC REPORT

Brief summary to entice visitor.

> LEARN MORE

ABOUT

TIMELINE

CORPORATE STRUCTURE

LOCATIONS

PHILANTHROPY

VIDEOS

ABOUT BREVAN HOWARD

Brevan Howard is one of the world's largest absolute return asset managers. It manages assets of around \$39bn on behalf of more than 650 institutional investors located in over 35 countries. Our business model is founded on three core principles; attracting and retaining the very best talent, giving them the means to unearth the opportunities, and supporting them with an unbending risk management platform as they independently trade the global markets.

Brevan Howard was founded in 2002, and over time, Brevan Howard has developed a range of absolute return strategies where the firm perceives attractive trading opportunities to exist, and where it believes it can efficiently utilise the trading talent and resources of the platform.

We have offices in Jersey, London, Geneva, Hong Kong, New York, Washington and Tel Aviv. This global presence gives Brevan Howard the ability to identify and source attractive opportunities wherever they may occur.

Brevan Howard has won several industry awards for excellence in risk management, operational robustness and investment performance.



VIDEO: AN EXAMPLE OF A VIDEO ENTRY

TIMELINE / COMPANY HISTORY

BREVAN HOWARD

OVERVIEW WHAT WE DO STRATEGIES TEAM RESOURCES CONTACT LOGIN

WHAT WE DO

INVESTMENT CONTEXT

INVESTMENT CONTEXT

Investment is the search for storing value. Because fixed income is no longer fulfilling this function, investors can consider: equities, credit instruments and trading.

The default choice for most investors will be equities, with its considerably higher risk. Brevan Howard is the middle ground, uncorrelated to either fixed income or equities.

Global macro trading seeks to take advantage of changes in global economies and has a natural focus on monetary policy formation, macro-economic changes, policy changes and changes to regulatory conditions as well as capital flows. Brevan Howard believes that trends in asset prices are not random, but are a function of business cycles and investor responses to the disequilibrium they produce.



PHOT

INVESTMENT APPROACH

Brevan Howard employs a combination of global macro trading strategies predominantly in the fixed income and believes that extracting economic value is fundamentally effective management.

STRATEGY LEVEL

Each Brevan Howard strategy is structured, where possible, so that it has:

- Predetermined loss tolerances.
- Clearly defined time horizons.

TRAC

Trade aim to limite sceni consi losse

BREVAN HOWARD

OVERVIEW WHAT WE DO STRATEGIES TEAM RESOURCES CONTACT LOGIN

CONTACT

CONTACT

LOCATIONS

CONTACT

Investor Relations / Fund Enquiries:
ir@brevanhoward.com

All Other Enquiries:
enquiries@brevanhoward.com

Press Enquiries:
Peregrine Communications Group

UK - Jonathan Wharton
jonathan.wharton@peregrinecommunications.com
+44 (0)20 3178 6658

USA - Max Hiton
max.hiton@peregrinecommunications.com

LOCATIONS

GENEVA - BRANCH OFFICE

Rue d'Italie 10
Geneva
1204
Switzerland



“Muniverse” Infographic

\$10 billion in average order flow per day

Steering a dynamic collaboration that brought together illustrators, copywriters, and social media experts, we worked hand-in-hand with our client to craft a compelling infographic for MarketAxess, a vanguard in electronic trading for global credit products. The “MarketAxess Muniverse” infographic artfully charted the evolution of municipal bond trading, underscoring MarketAxess’s pivotal role. Simultaneously, we honed their branding guidelines, optimizing the infographic’s impact and reach.

Each piece was designed to shine individually, perfect for promotions on diverse platforms from social media to email campaigns. This not only amplified reach but also prolonged engagement. Recognising the dynamic nature of financial markets, we equipped the client with malleable digital templates, ensuring real-time content adaptability.

The results spoke volumes. Our meticulously crafted campaign resonated deeply within the financial community, driving formidable website traffic and converting passive engagements into actionable leads. This endeavor epitomises the potent blend of purpose, innovation, and strategic foresight.

MARKETAXESS MUNIVERSE

A new way to trade Municipal Bonds



1,100+ institutional investors and broker-dealer firms have chosen MarketAxess’ electronic credit marketplace.

Have you tried it yet?

LESS INFORMATION

VS.

MORE PRE/POST DATA



LIMITED REACH

VS.

GLOBAL NETWORK



MANUAL EXECUTION

VS.

ELECTRONIC EXECUTION

Efficient trading protocols – including Bid Wanted list execution of up to 200 line items, multi-dealer RFQ, single RFQ and all-to-all Open Trading™ for both investors and dealers to execute taxable and tax exempt bonds



MARKETAXESS MUNIVERSE

A new way to trade Municipal Bonds



1,100+ institutional investors and broker-dealer firms have chosen MarketAxess’ electronic credit marketplace.
Have you tried it yet?

MANUAL EXECUTION

ELECTRONIC EXECUTION

Efficient trading protocols – including Bid Wanted list execution of up to 200 line items, multi-dealer



LIMITED REACH

VS.

GLOBAL NETWORK



LESS INFORMATION

VS.

MORE PRE/POST DATA

Boost your trading strategy with pre-and post-trade data and reporting including dealer inventory and client/dealer axes, IDC, JJK, MSRB data and TCA reporting

SLOW PROCESSES

FASTER CONNECTIONS

Assist users in complying with their best execution requirements and simplify your workflow with full Straight-Through-Processing (STP) including:

- TICKETLESS TRANSACTIONS
- OMS COMPLIANCE CHECKS
- AUTOMATED AUDIT TRAIL

OCSiAI Website

We were approached by OCSiAI to provide creative and strategic consultation on the messaging, design, development and branding of their corporate identity, product messaging and website.

OCSiAI

Find out how we are changing the world

CARBON AGE

350+ people, 40 managers, 22 scientists, 1 dream

TUBALL™ the universal nanomodifier for

SOLUTIONS FOR INDUSTRIES

Aug. 15, 2017
OCSiAI introduces TUBALL to the Indian rubber industry at NRC2017

OCSiAI made a big impression as a Diamond Sponsor at the National Rubber Conference 2017 (NRC2017), which was held at the Sahara Star in Mumbai on 2–3 August 2017 and brought together the who's who of the Indian rubber industry.

OCSiAI

TUBALL™

TECHNOLOGY

MATERIAL SOLUTIONS

Elastomers

Energy Storage

Paints & Coatings

Resins & Composites

PRODUCTS

TUBBOX UNIT

STORE

NEWS

TEAM

CONTACTS

ORDER A SAMPLE

Find out how we are changing the world

CARBON AGE

TUBALL™

PRODUCTS

350+ people

40 managers

22 scientists

1 dream

We are one of the most experienced teams in the nanomaterials industry.

TEAM

NOW ONLINE STORE IS AVAILABLE

Order trial lots of TUBALL™ online.

SHOP.OCSIAL.COM

OCSIAL INTRODUCES TUBALL TO THE INDIAN RUBBER INDUSTRY AT NRC2017

OCSiAI made a big impression as a Diamond Sponsor at the National Rubber Conference 2017 (NRC2017), which was held at the Sahara Star in Mumbai on 2–3 August 2017 and brought together the who's who of the Indian rubber industry.

MORE

GRAPHETRON

On November 14, 2013 the world's largest industrial plant for the synthesis of single walled carbon nanotubes (up to 10 tons per year) was launched. The unique scalable technology is patented.

TECHNOLOGY

10 tons

Annual production capacity

NOW ONLINE STORE IS AVAILABLE

Order trial lots of TUBALL™ online

SHOP.OCSIAL.COM

iNANOCOMM

THE INTEGRATED NANOTUBE COMMERCIALIZATION AWARD

OCSiAI contributes one ton of SWCNTs to research institutions

WWW.INANOCOM.ORG

MANIFESTO OF THE CARBON CENTURY

2010: Why does humanity have only a quarter of a century to change its materials usage?

01 TECHNOLOGY'S EARLY HISTORY

About 13 000 years ago humankind moved from collection to production.

250 years ago, the Industrial Revolution happened.

02 CIVILIZATION IS TRANSFORMED

Only a few decades changed the face of civilization beyond recognition.

03 POPULATION GROWTH ACCELERATES

04 INCREASING PRODUCTION AND ENERGY GROWTH

05 THE FUNDAMENTAL CONFLICT

POPULATION GROWTH ACCELERATES

The achievements of the post-industrial revolution improved living conditions, resulting in an accelerated growth rate of the world's population, facing an equally drastic rise in the quantity of materials to service them.

Year	Population (millions)
1500	446
1600	588
1750	791
1850	1252
1950	1930
2000	2480
2050	3900
2100	4480
2150	5280
2200	6090
2250	6900
2300	7710
2350	8520
2400	9330
2450	10140
2500	10950

04 INCREASING PRODUCTION AND ENERGY GROWTH

Over the past 15 years, the production of materials has doubled.

Year	Production (billions of tons)
1980	3
2000	7.5
2010	15
2040	30

05 THE FUNDAMENTAL CONFLICT

WE TAKE FROM THE BIOSPHERE

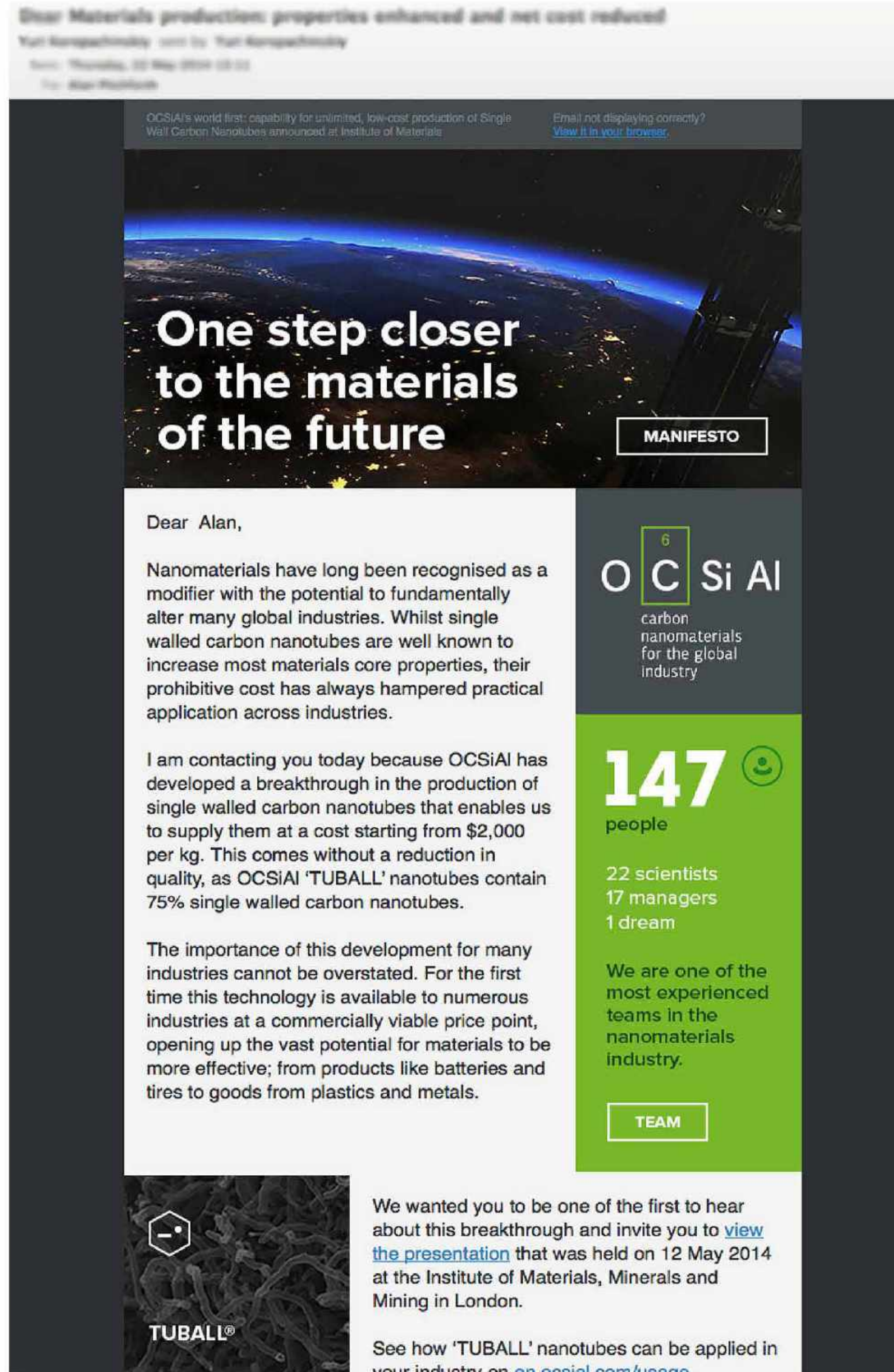
WE EMIT INTO THE BIOSPHERE

20 billion tons of CO2, 8 billion tons of CH4, 1 billion tons of N2O, 1 billion tons of HFC, 1 billion tons of PFC, 1 billion tons of GWP

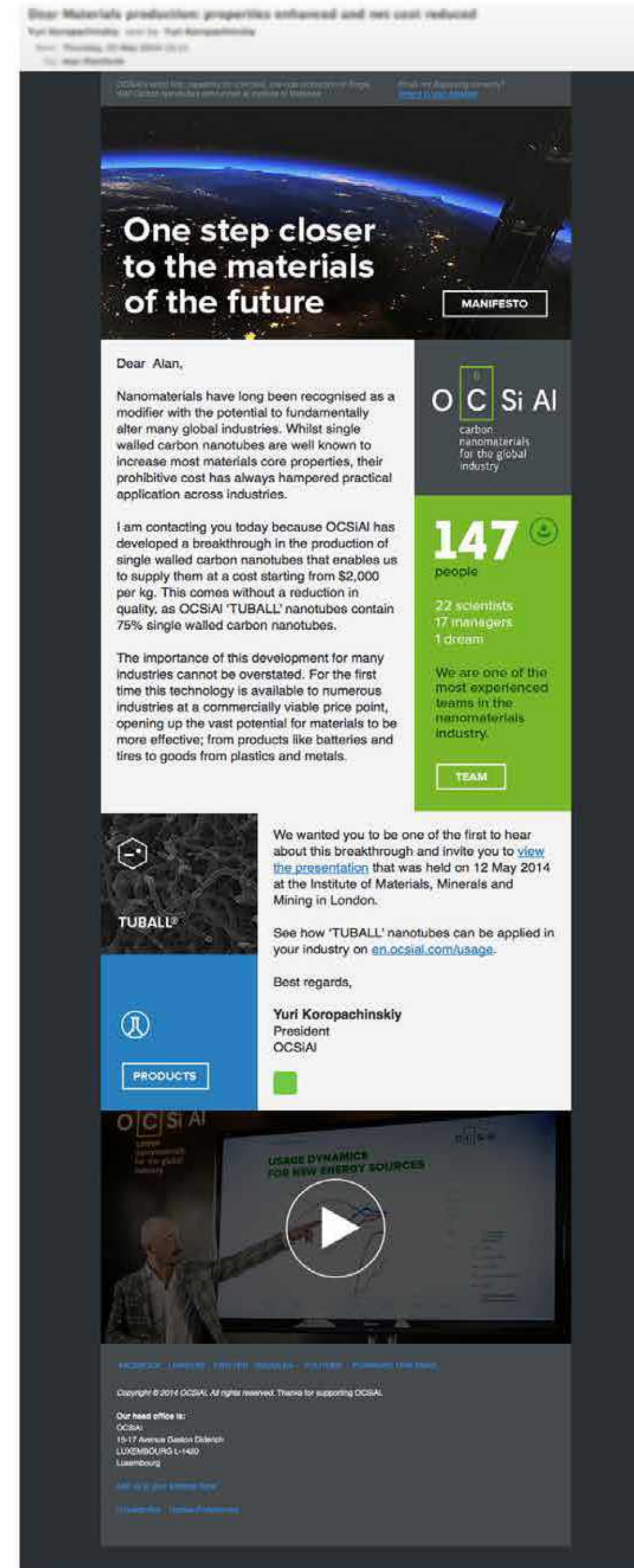
28 billion tons of CO2, 3 billion tons of CH4, 4 billion tons of N2O, 400 million tons of HFC, 400 million tons of PFC, 400 million tons of GWP

OCSiAI Email Campaign

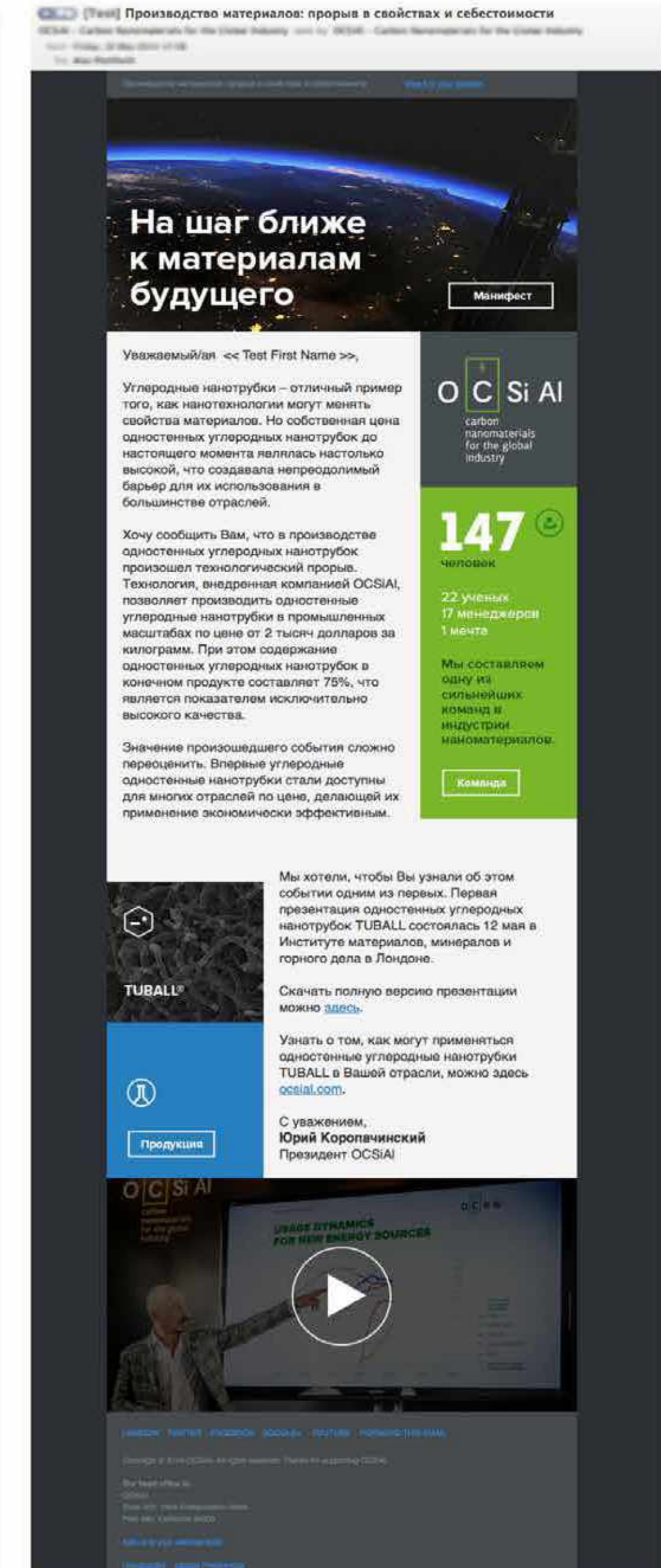
Created a modular, responsive email template in English and Russian to promote the launch of OCSiAI's brand and TUBALL product in Europe and the US. The design of the template complied with the branding of the website.



English Version



Russian Version

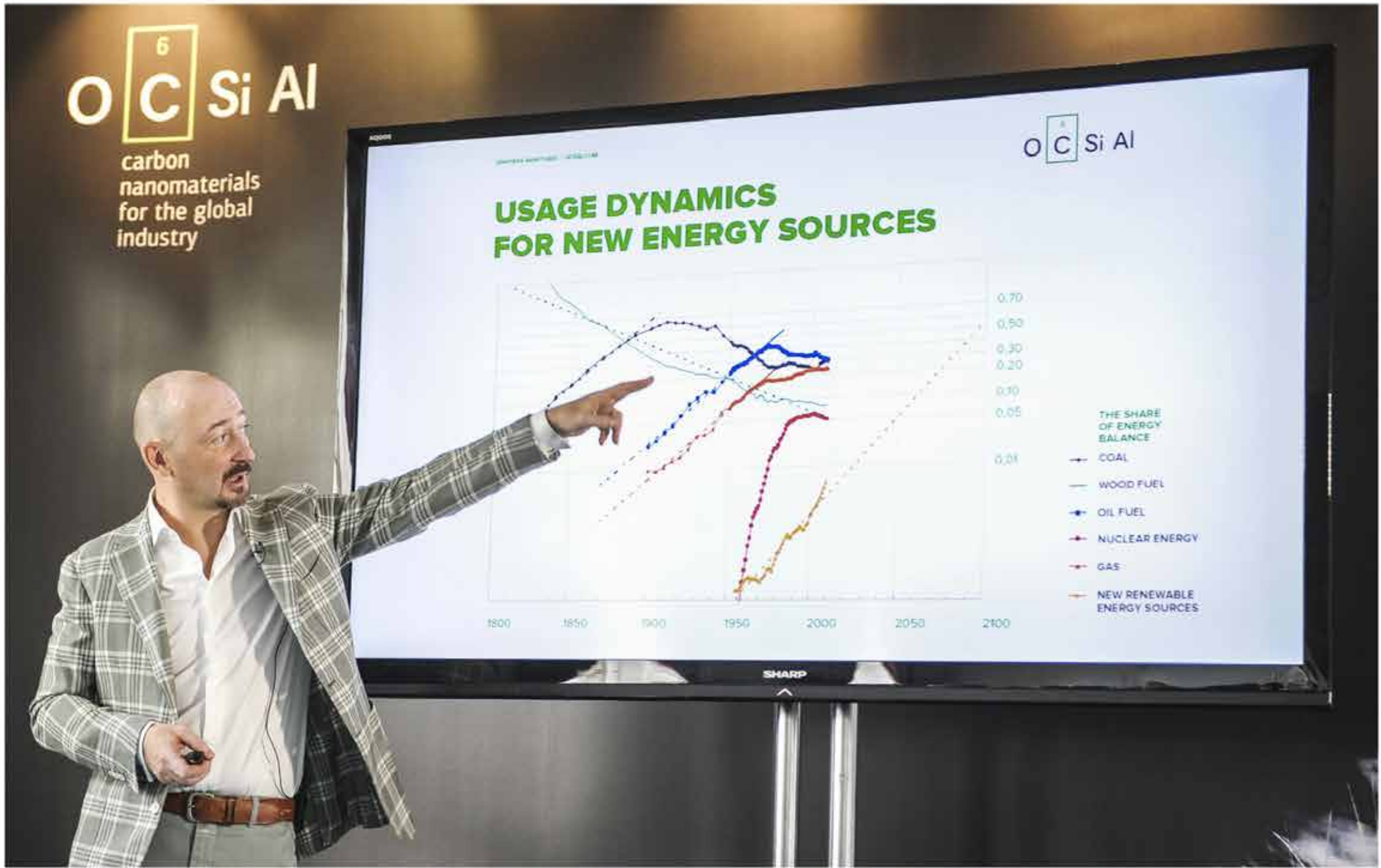


OCSiAI "Carbon Age" Product Launch

As the lead designer for OCSiAI's "Carbon Age" product launch, I oversaw the marketing design and production for their corporate brand and product, TUBALL, introducing them as pioneers in single-walled carbon nanotubes with expertise in chemistry and physics across Europe and the US.

My responsibilities encompassed event management, from location scouting to crafting signage, backdrops, presentations, and corporate gifts, supplemented with professional photography and video services.

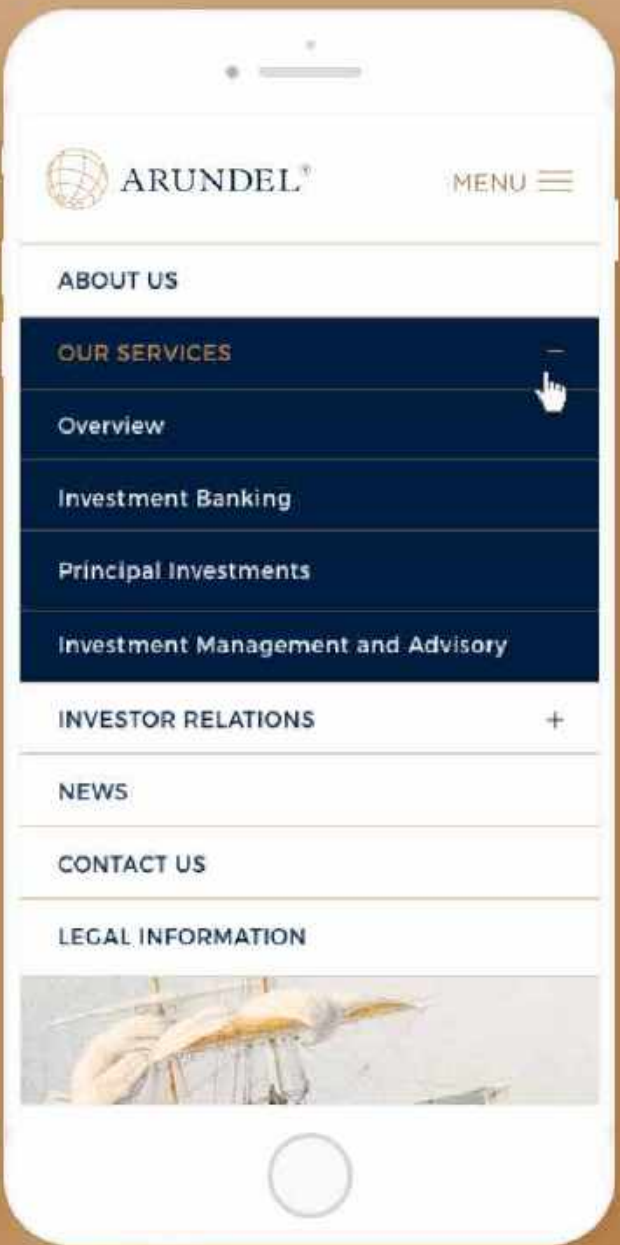
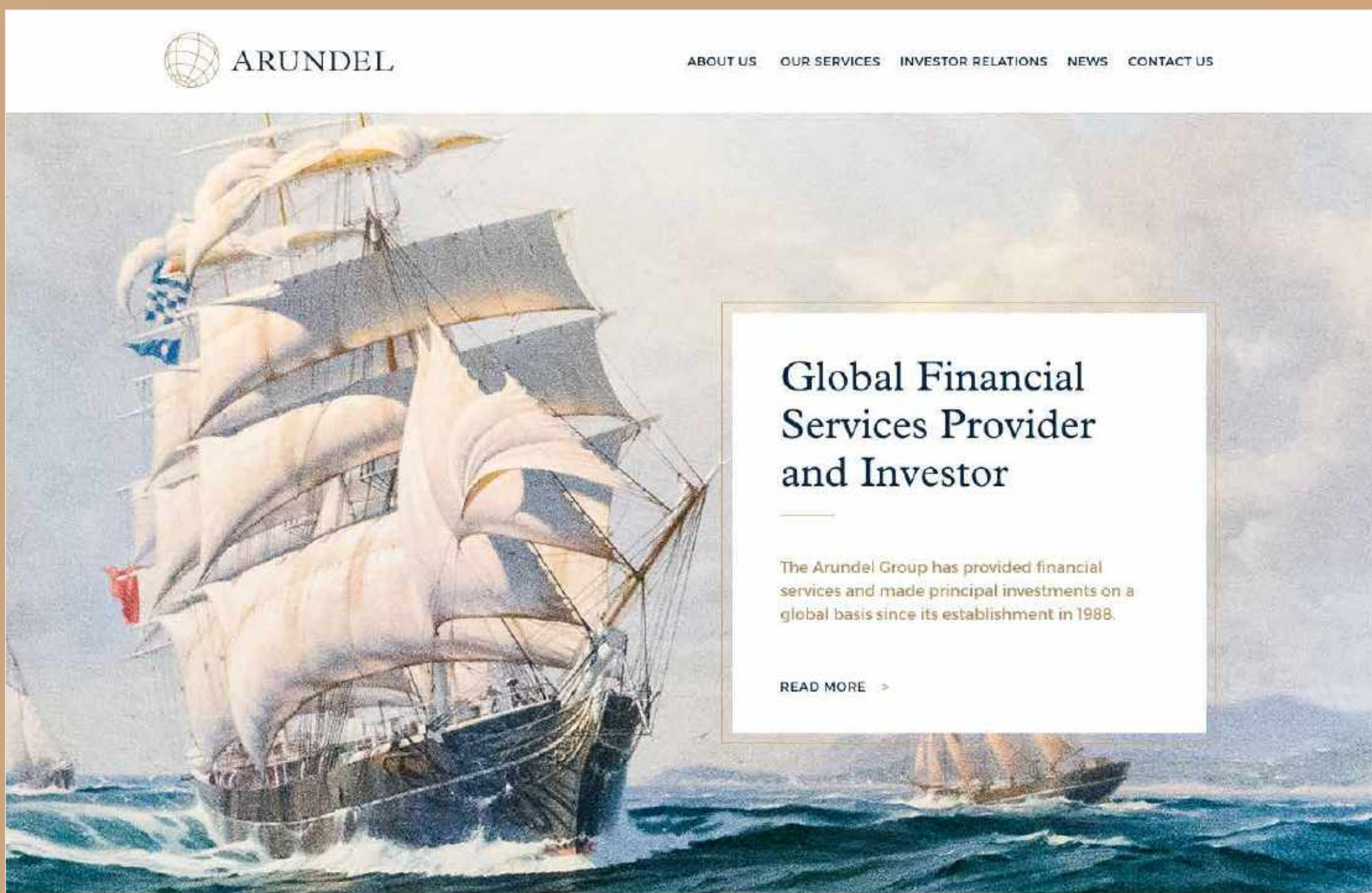
The event was a resounding success with an 86% attendance rate (60 out of 70 invited). Acclaimed feedback from industry elites not only boosted OCSiAI's reputation but also garnered attention from notable entities and publications including Rolls-Royce, European Bank for Reconstruction & Development, PwC, Cambridge Nanotherm, and media outlets such as Bloomberg BusinessWeek, Reuters, and AZoNano.



Arundel Rebrand

Responsible for the redesign and renaming of Arundel's corporate identity and marketing materials following its acquisition.

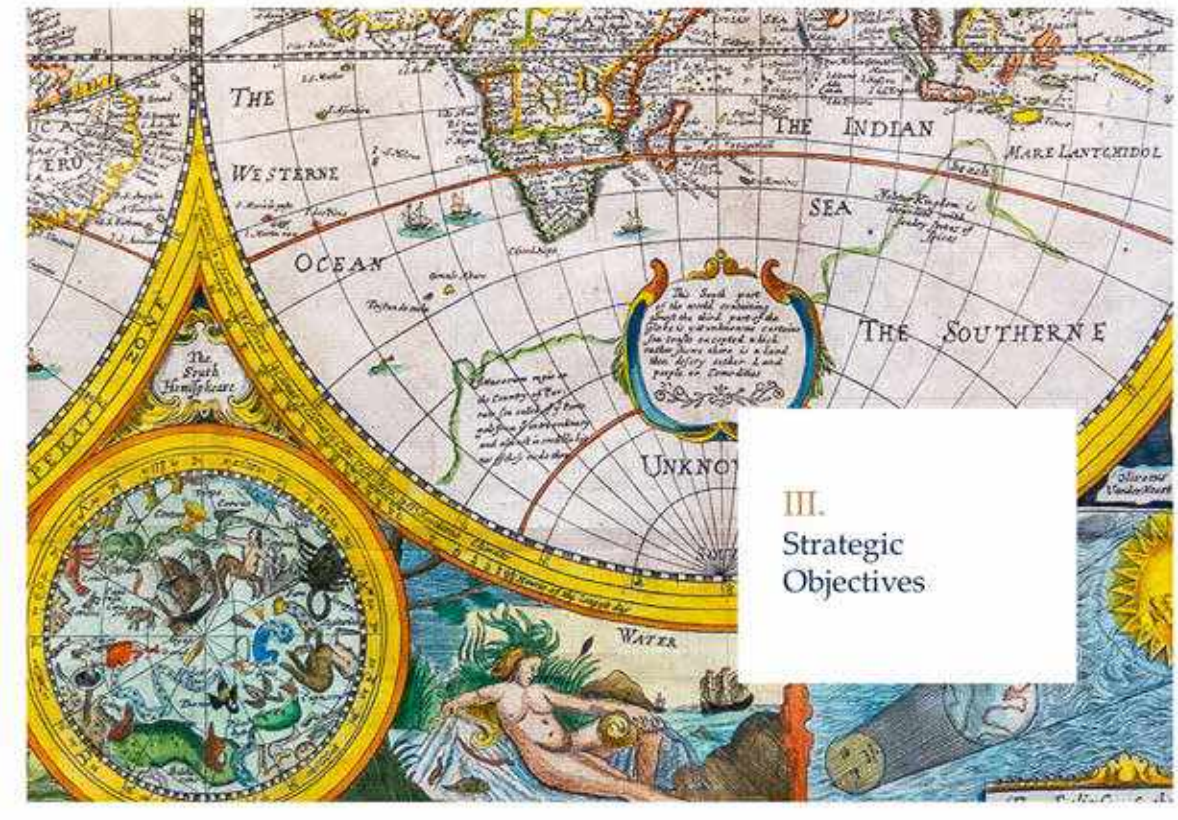
Work involved creating a new identity, corporate and product marketing collateral, photography, building a responsive website with a Swiss Stock Exchange API and branding guidelines.





A Strategic Investment Opportunity

Marketing Presentation 2017



III. Strategic Objectives

II. Business and Assets Overview

The enlarged Arundel group is an investment and financing firm. Its tangible assets consist of the Leipzig Properties (valued at approximately \$150 million), a freehold office building located at 31A St James's Square (with an appraised value of approximately \$24 million) and a conditionally-acquired undeveloped parcel of land in India (with an appraised long term development value of approximately \$90 million). Total debt equals approximately \$143 million of which approximately \$81 million is non-recourse debt associated with the Leipzig Properties. Arundel's activities comprise (i) principal investments in real estate and other undervalued assets, (ii) the financing of third party investment opportunities from which it generates fees and carried interests, and (iii) the provision of investment services for family office groups and other entities which generate fees and investment opportunities.

VI. Arundel Management

Arundel's Board and Management team include:

Executive Director	Profile
Dr. Volker Klauske Executive Chairman	Dr. Klauske has over 30 years of experience in investment banking. He worked for nearly 20 years at Deutsche Bank in Luxembourg, Tokyo, New York and Frankfurt where he was primarily responsible for corporate finance and mergers and acquisitions. He joined Phoenixhouse, Frankfurt in 1999 as a Partner and Member of the Corporate Finance Executive Committee for Europe. Dr. Klauske has served as Chairman of the Board of Directors and/or Advisory Committee of various European and American corporations including Takeda AG, listed on the Frankfurt Stock Exchange, Cassa Diopati di Compagnia GmbH in Frankfurt, Deutsche Börse in Düsseldorf, Vantage Income Shares Inc. (a subsidiary of Vantage Inc. in New York) and Doctor Steel Corporation of New Jersey.
Dr. Dominik Srinivas Deputy Chairman	Dr. Srinivas serves as Chief Operating Officer and a Director of Arundel Group Limited and has been a director of various Arundel Group subsidiaries for more than 10 years. Dr. Srinivas previously served as Managing Director, Corporate Finance at SBCI Swiss Bank Corporation Investment Bank in New York where he was responsible for private placements and structured finance in North America. He subsequently held similar positions at Litu Shares and Guinness Mahon Capital Markets (now inactive) in London. Dr. Srinivas attended the University of St. Gallen and the Columbia Business School where he earned a doctorate in Finance and economics.
David Quirt Executive Director	Mr. Quirt was a co-founder of RIFAC and serves as Chief Executive Officer of Arundel Group Limited. Prior to founding RIFAC in 1992, Mr. Quirt served as Managing Director of Balfour & Beatty Corporation's United Kingdom subsidiary and as an attorney with Kohn & Hoesber. Mr. Quirt is a graduate of the University of Notre Dame where he received a degree in Modern Languages and a Juris Doctorate. He also served as a non-executive director of Global Energy Development plc, an energy company listed on the AIM market of the London Stock Exchange.
Non-Executive Director	
Markus Müller Non-Executive Director	Since 2003, Mr. Müller has served in the executive management of Schwab & Partner Investment Management AG (Zurich) and of First Equity Shares AG (Zurich), companies involved in asset management for private clients and the management of investment funds. From 1995-2000, he served in the management of Affines (Switzerland) and as the general manager of Jaffrey Asset Management AG (Zug).

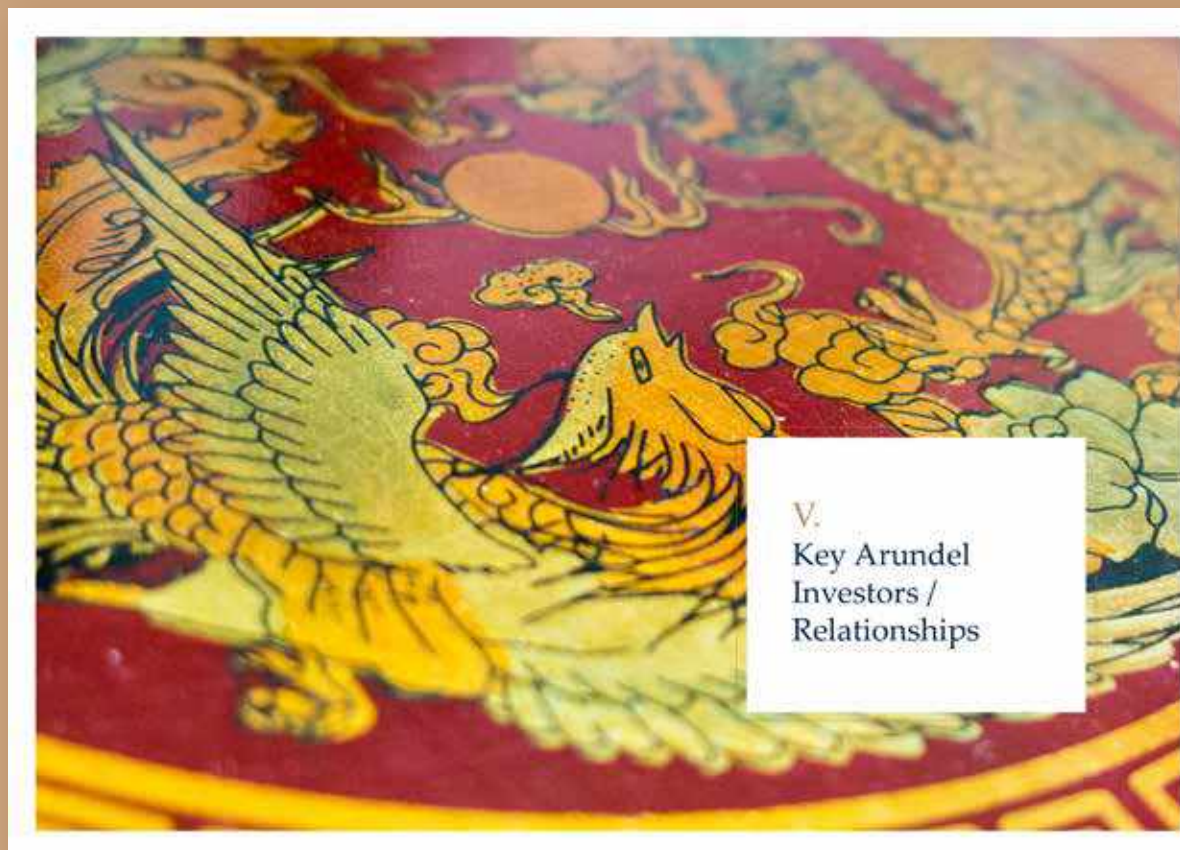


VI. Arundel Management

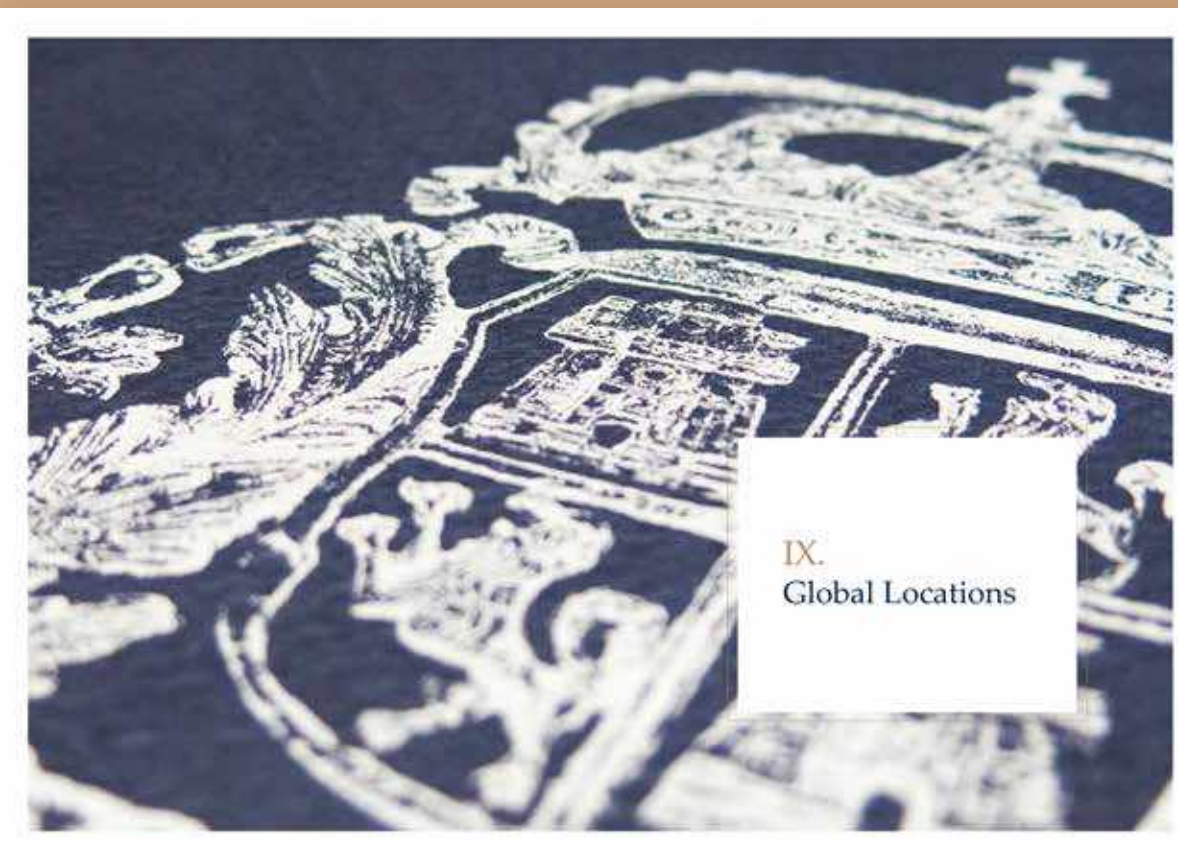
Arundel Corporate Presentatoin

Following on from the rebrand, a corporate deck was designed to promote Arundel's services.

I photographed the interior of Arundel's London head office and the photographs were used throughout the presentation, website and other marketing material.



V. Key Arundel Investors / Relationships



IX. Global Locations

IX. Global Locations

New York Arundel, Inc. Arundel (Securities), Inc. c/o Radical Partners 40 Rockefeller Plaza Suite 2000 New York 101 201 11 T: +1 212 332 7802	London Client Relations Arundel Group Limited Arundel House 31A, St James's Square London SW1R 9JA United Kingdom T: +44 (0) 207 766 7000	Zurich Shareholder Relations Arundel AG Eschenschweg 66 CH-8002 Zurich Switzerland T: +41 (0) 44 200 5000	Mauritius Arundel (Mauritius) Limited 33 Eden Quay Street Port Louis Mauritius T: +230 425 2000
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Penso Advisors Website

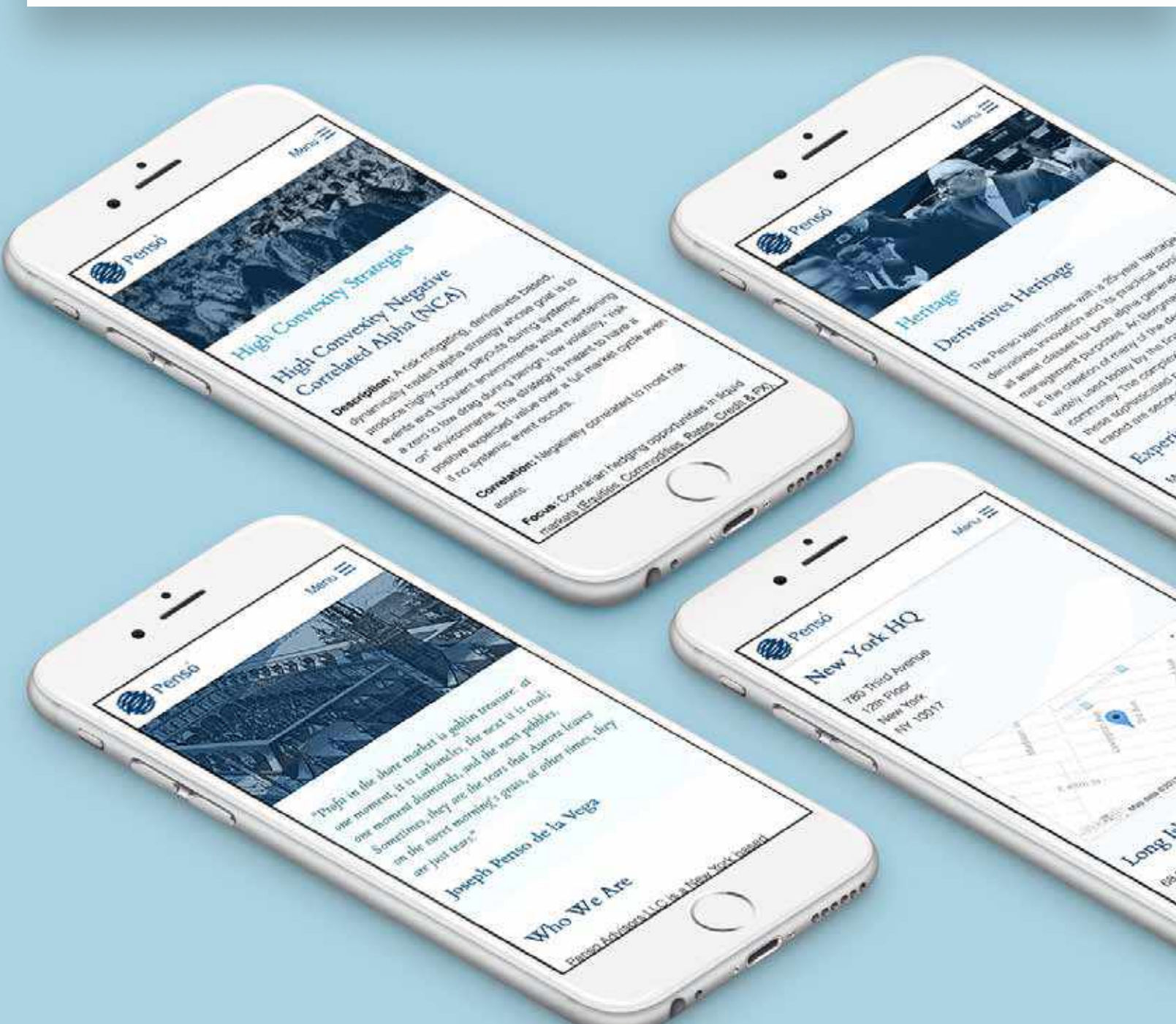
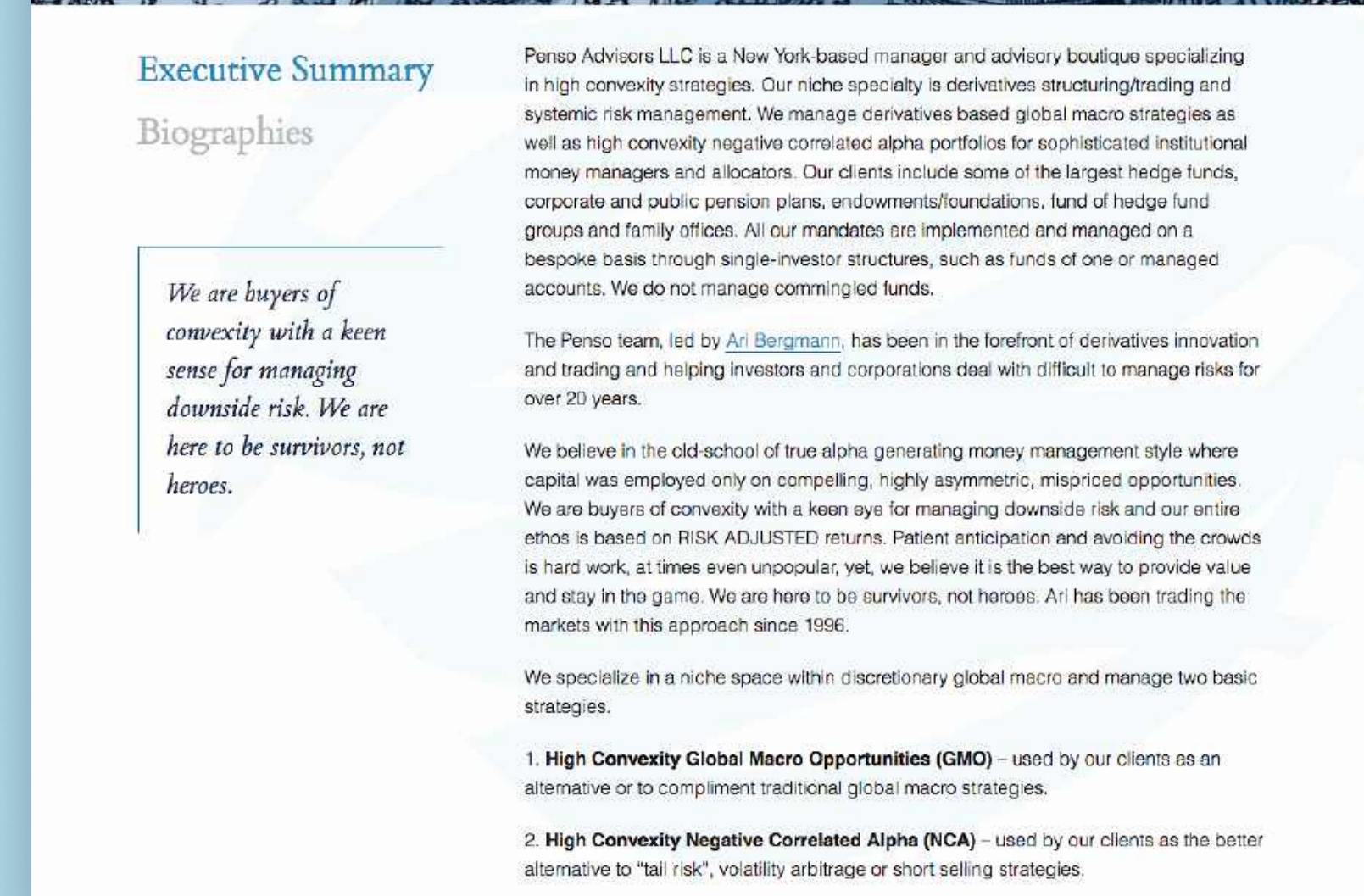
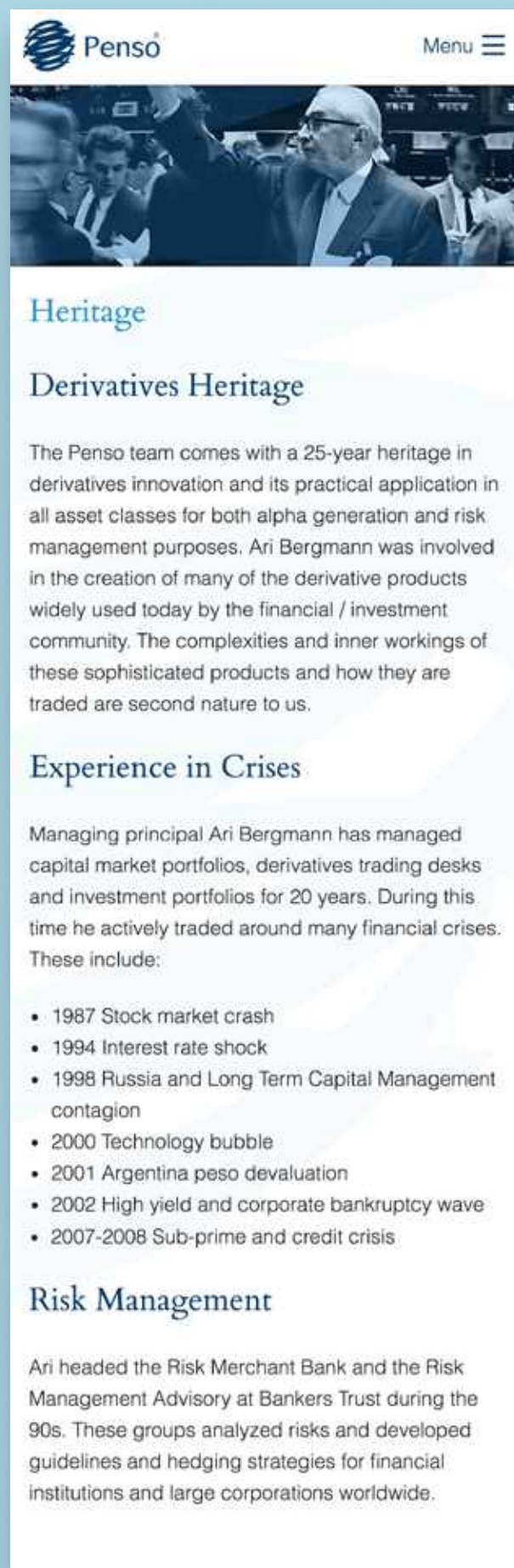
RAUM \$1.13 billion

New York based manager and advisory boutique specializing in derivatives structuring / trading, high convexity strategies and systemic risk management.

- Design and build of a fully responsive website utilising the Wordpress CMS enabling Penso to update content on the site quickly and efficiently inhouse.
- Branding, logo and imagery development.

Inspiration for the design of the website was drawn from the book 'Confusion de Confusiones', written by Joseph Penso de La Vega, whom the name of the company derived from. It is the first known book that describes sophisticated financial derivatives and one of the FT's ten best books on financial markets. The imagery showcases scenes of historical financial market activity, each overlaid with the Penso logo.

Penso was very pleased with the design and usability of the website and the concept was utilised in subsequent marketing materials. The site launch was supported by a communications campaign focusing on systematic risk. After six months, traffic to the website increased by 600%.



EI Sturdza – Building An Innovative Brand

Complete rebrand across the entire group, positioning EI Sturdza as an innovative asset management business through creative product-driven integrated campaigns. Every touch point of the brand was considered and designed from email signature to social media platforms, their website to office signage. Each fund product has its own distinct branding and marketing collateral.

WEBSITE FUND BANNERS



Nippon Growth (UCITS) Fund



Strategic Emerging Europe Fund



Strategic Europe Value Fund



Strategic US Momentum Fund



Strategic Global Quality Fund



China Panda Fund



Strategic Euro Bond Fund



Strategic Global Bond Fund



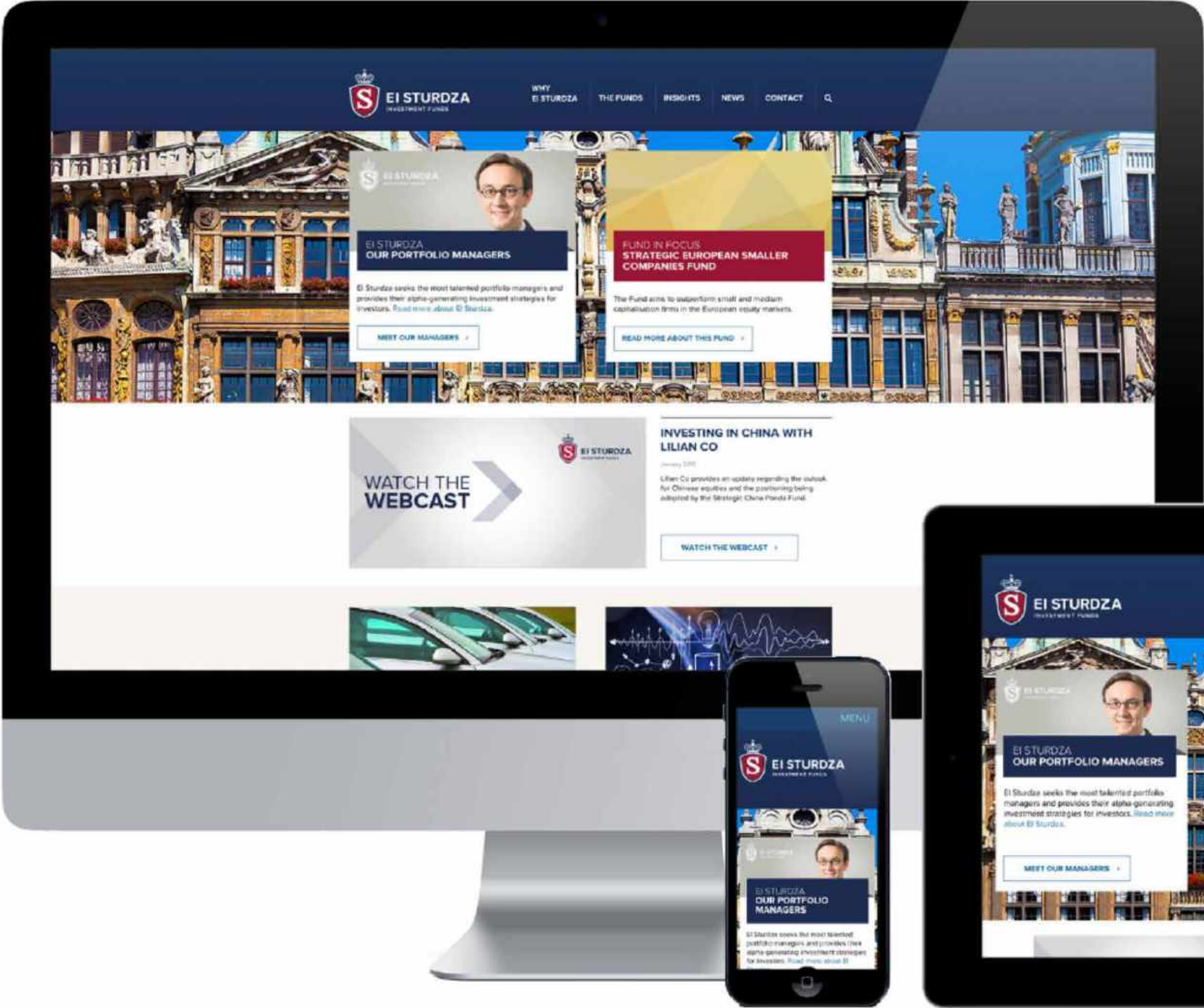
Strategic European Smaller Companies Fund



Old Logo



New Logo



WEBSITE NEWS AND INSIGHTS FUND GRAPHICS

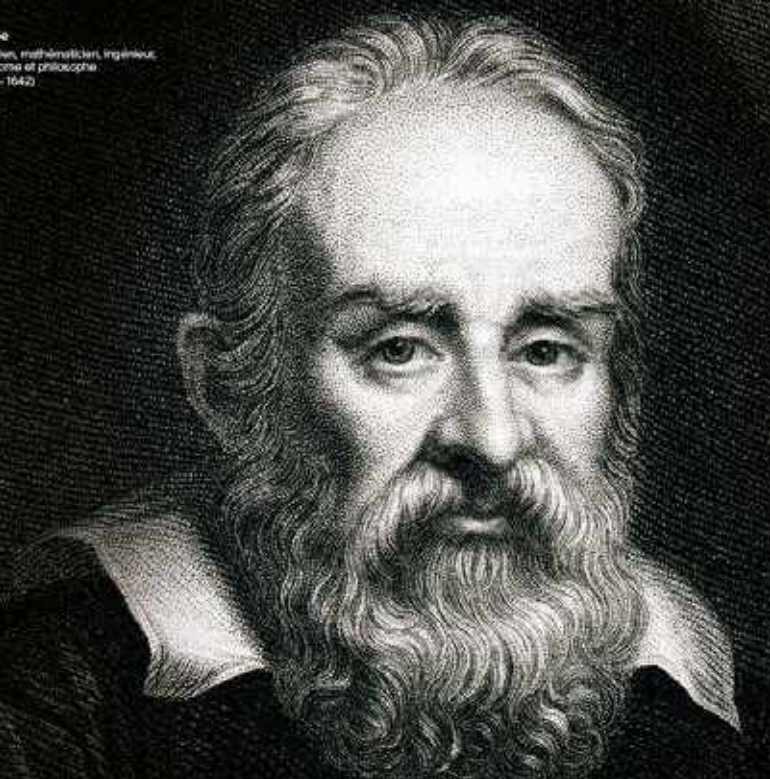


EI Sturdza Campaign – “We Go Beyond The Conventional”

Created a multilingual print and digital advertising campaign to create awareness of EI Sturdza following their rebrand. Introduce company ethos, business model and strategies.

The concept “We Go Beyond The Conventional” connected and related with the great minds of the past, despite the challenges they persevered. EI Sturdza think differently and this is how they manage investments.

Results were magnificent increasing awareness of the brand amongst the investment world. Visitors to the website increased by 600% within a six month period, resulting in meeting their investment objectives.




Galileo
Physicist, mathematician, engineer,
astronomer and philosopher
(1564 – 1642)

MERCI, GALILÉE.

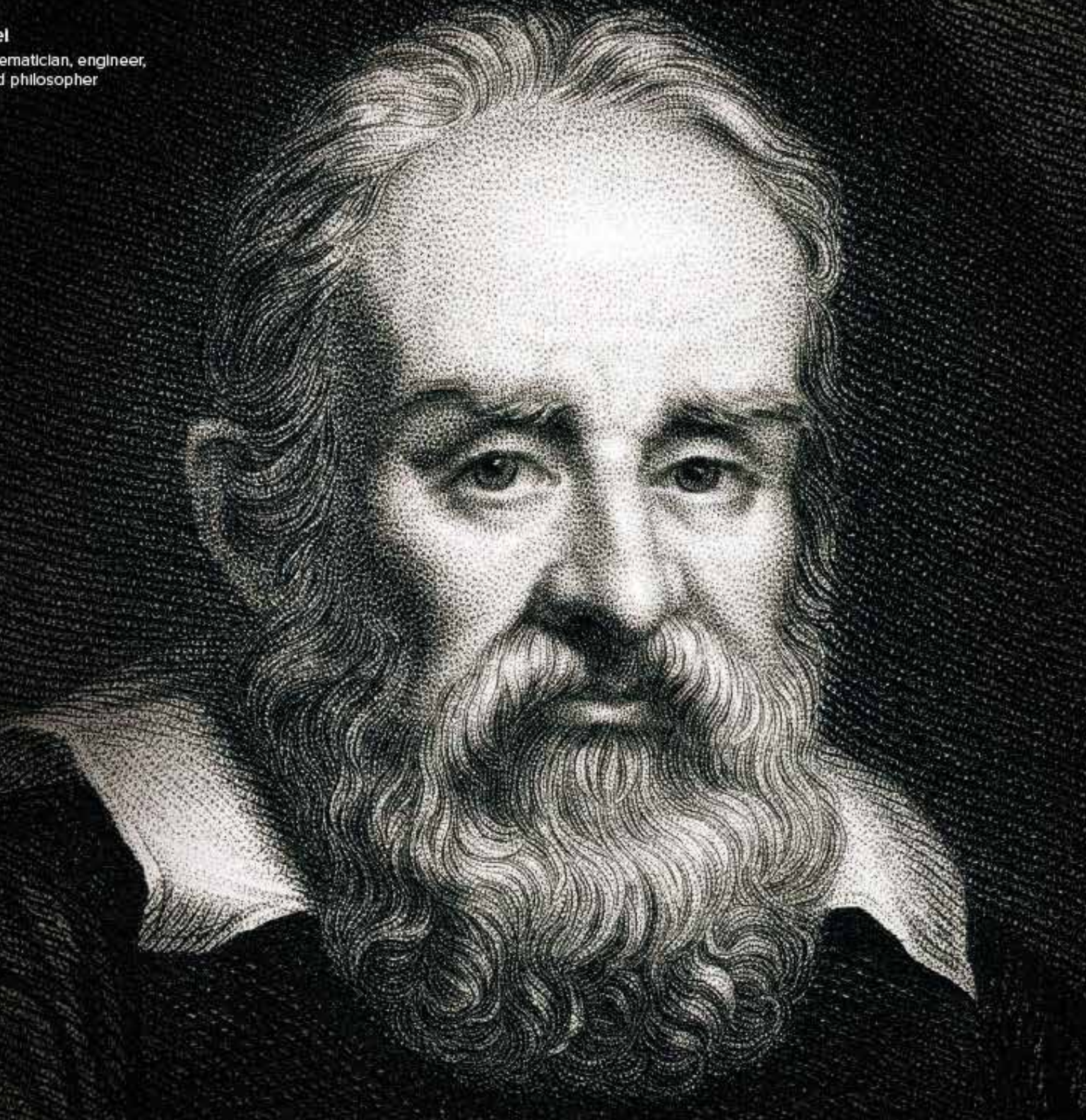
Si vous vous étiez contenté de penser comme tout le monde, nous ne serions pas en train d'accomplir ce que nous faisons aujourd'hui. Mais vous pensez différemment et vous nous avez inspirés. C'est pour cela que nous gérons les investissements différemment. Nous sommes EI Sturdza. Nous dépassons les conventions.

Pour obtenir des informations sur nos fonds, veuillez contacter Banque Baring Brothers Sturdza SA, Représentant en Suisse de EI Sturdza Funds plc par téléphone au +41 (0) 22 317 98 11 ou par e-mail à l'adresse info@eisturdza.com



EI STURDZA
INVESTMENT FUNDS
eisturdza.com

E.I. Sturdza Strategic Management Limited, numéro d'immatriculation 35985, est réglementé par la Commission des Services Financiers de Guernesey au titre de la fourniture des services de gestion d'investissement et de conseil et fait partie du Groupe Sturdza Private Banking.




Galileo Galilei
Physicist, mathematician, engineer,
astronomer and philosopher
(1564 – 1642)

THANKS, GALILEO.

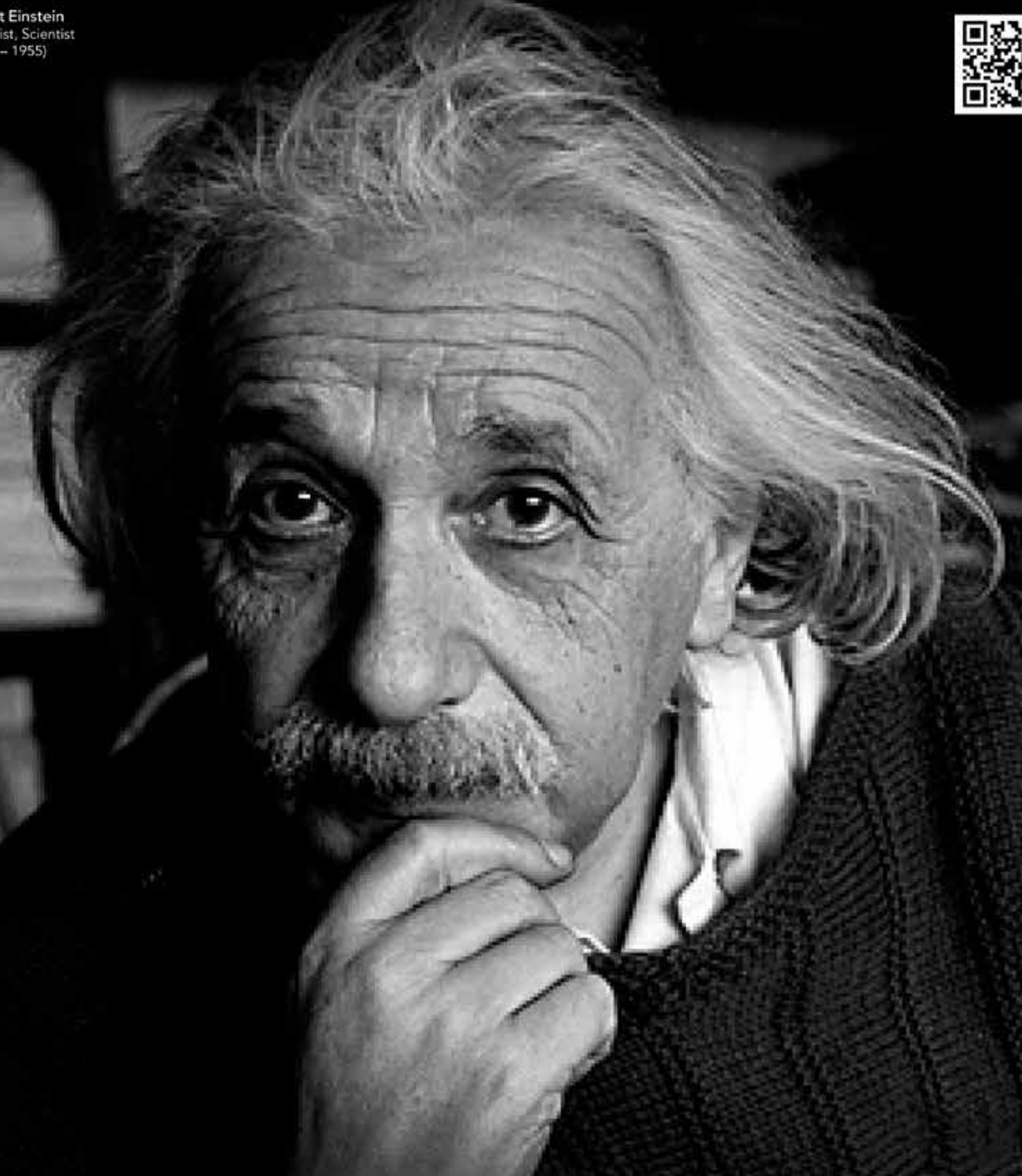
If you'd stuck to thinking like everyone else, we wouldn't be doing what we do now. You thought differently – and inspired us to think differently. And that's how we manage investments. We're EI Sturdza. We go beyond the conventional.

For information about our funds please contact Jerome Papailhau on telephone +41 22 317 9827 or via email at j.papailhau@bbbsa.ch




EI STURDZA
INVESTMENT FUNDS
eisturdza.com

E.I. Sturdza Strategic Management Limited, part of the Sturdza Private Banking Group, is authorised and regulated by the Guernsey Financial Services Commission to provide investment management and advisory services, with registration number 35985.




Albert Einstein
Physicist, Scientist
(1879 – 1955)



THANKS, ALBERT.

If you'd stuck to thinking like everyone else, we wouldn't be doing what we do now. You thought differently – and inspired us to think differently. And that's how we manage investments. We're E.I. Sturdza. We go beyond the conventional. eisturdza.com/discover



EI STURDZA
INVESTMENT FUNDS

LIPSER FUND AWARDS 2014
WINNER OF BEST SMALL GROUP OVER THREE YEARS
EUROPE
GERMANY & AUSTRIA

E.I. Sturdza Strategic Management Limited, part of the Sturdza Private Banking Group is authorised and regulated by the Guernsey Financial Services Commission to provide investment management and advisory services, with registration number 35985.

We're EI Sturdza. We go beyond the conventional. eisturdza.com



DEPARTURES

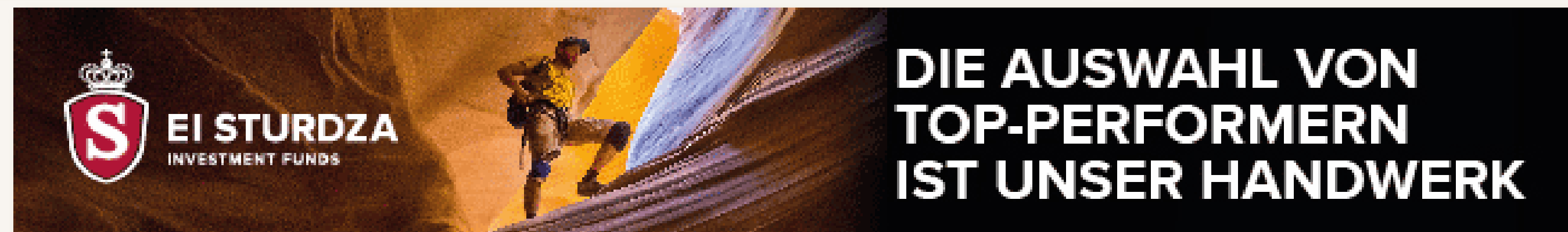
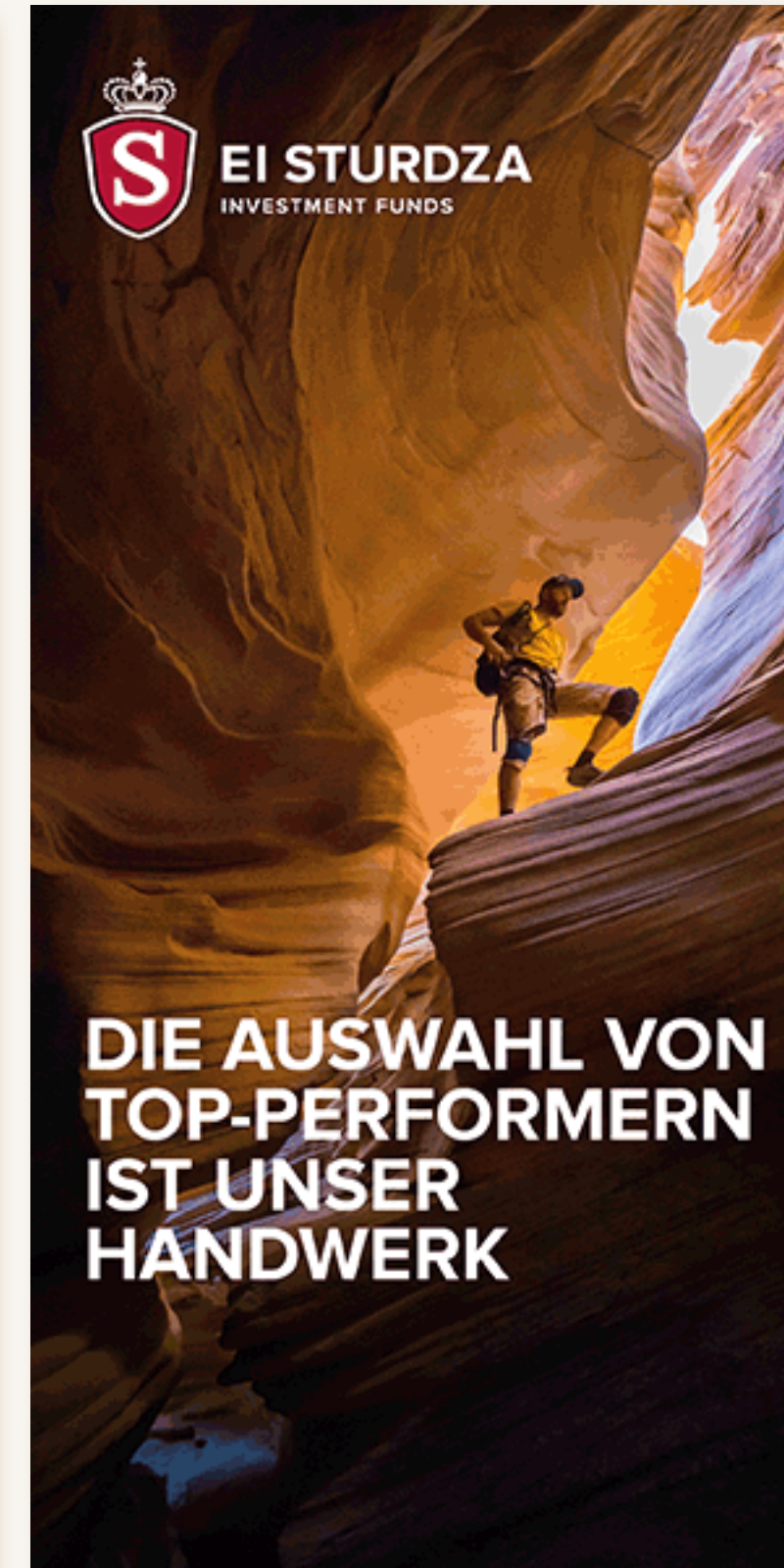
Destination	Time	Remarks
BERN	18:30	REVEY, LONDON C
GENEVE	18:30	GATWICK
PARIS	18:30	REVEY, BIRMINGHAM
BRUXELLES	17:00	JERSEY
AMSTERDAM	17:00	JERSEY
MANCHESTER	17:00	JERSEY
LYON	17:00	JERSEY
STUTTGART	17:00	JERSEY
FRANKFURT	17:40	JERSEY
BERN	18:00	REVEY
GENEVE	18:00	GATWICK
PARIS	18:00	REVEY
BRUXELLES	18:00	REVEY
AMSTERDAM	18:00	SOUTHAMPTON



EI STURDZA
INVESTMENT FUNDS

“Top Performer” Integrated Campaign

The concept of this omnichannel campaign promoted EI Sturdza’s business strategy in their ability to find and nurture the best investment talent. The climber relates to the investment manager and their strategy, carefully choosing their path, studying the terrain, analysing the risk prior to the climb. The campaign ran in print and digital, appearing in numerous international publications, industry websites, airports and social media. EI Sturdza received a substantial increase in investor enquiries due to the effectiveness of the campaign.



EI STURDZA
INVESTMENT FUNDS

INTRODUCING THE TOP PERFORMING
EI STURDZA STRATEGIC EUROPE VALUE FUND

With Willem Vinke at the helm, the EI Sturdza Strategic Europe Value Fund has delivered consistent returns

FUND PERFORMANCE VERSUS BENCHMARK

107.58%
31 March 2016

Performance of the EI Sturdza Strategic Europe Value Fund (EUR Institutional) to 30 June 2016

AWARDS

LEARN MORE ABOUT OUR DISCIPLINED, UNIQUE INVESTMENT APPROACH

For Willem Vinke's perspectives on European equities as well as more information about his investment process, the team and the fund's performance, download the fund document.

Enter your email address

DOWNLOAD THE ARTICLE >

GET IN TOUCH

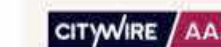
EI STURDZA
INVESTMENT FUNDS

INTRODUCING THE TOP PERFORMING EI STURDZA STRATEGIC EUROPE VALUE FUND

With Willem Vinke at the helm, the EI Sturdza Strategic Europe Value Fund has delivered consistent returns investing in high quality European businesses which have high margins and low capital intensity, and which are trading at a discount to their intrinsic value.



Willem Vinke has been involved in the management of European equity funds since 1995 and has been in the financial industry since 1992. Vinke is the CEO and CIO of Lofoten Asset Management Limited. He holds an MSc in Economics from the London School of Economics and is a Chartered Financial Analyst.



CUMULATIVE PERFORMANCE (%)

	1 YEAR	3 YEARS	5 YEARS
THE FUND	5.54	61.81	107.58
MSCI EUROPE NR EUR	-10.96	24.02	37.32

FUND PERFORMANCE VERSUS BENCHMARK



AWARDS



SPOTTING THE OPPORTUNITIES IN EUROPEAN EQUITIES

PERFORMANCE OVERVIEW

PEER ANALYSIS

FIVE YEAR FUND PERFORMANCE VS BENCHMARK

INVESTMENT STRATEGY

CUMULATIVE PERFORMANCE (%)

PERFORMANCE BY CALENDAR YEAR (%)

THE INVESTMENT TEAM

FUND FACTS

FUND LITERATURE

AWARDS

PORTFOLIO ATTRIBUTION

DIVERGENCE OF SECTOR PERFORMANCE IN EUROPE (%)

PORTFOLIO CHARACTERISTICS

HISTORICAL ATTRIBUTION ANALYSIS

HOW DO WE DEFINE QUALITY VALUE?

“Top Performing Fund” Campaign

Following on the concept of “Selecting Top Performers”, this omnichannel campaign focused on the top performing, award-winning EI Sturdza Strategic Europe Value Fund.

The campaign involved print & digital advertising, a white paper, an interactive booklet in multiple languages plus a microsite promoting the fund and manager.

EI STURDZA
INVESTMENT FUNDS

VOUS ÊTES EN QUÊTE D'EXCELLENCE EN EUROPE?

Voici notre fonds maintes fois récompensé, l'EI Sturdza Strategic Europe Value Fund. Notre équipe d'experts en actions européennes, menée par le gestionnaire de portefeuille Willem Vinke, décèle les opportunités en Europe en ciblant les entreprises de haute qualité qui sont sous-évaluées.

Nous sommes EI Sturdza. Nous disposons les conventions: eisturdza.com

Performance Cumulée (%)

	1 An	3 Ans	5 Ans
EI Sturdza Strategic Europe Value Fund	5.54	61.81	107.58
MSCI Europe NR EUR	-10.96	24.02	37.32

Pour de plus amples informations, veuillez contacter Adam Turberville +44 1481 742 300 a.turberville@eisturdza.com

The Alan Howard Speaker Series

Responsible for the creation of the brand identity for the Series and all of its touchpoints. Provided strategy for creative, advertising, messaging, photography, video and marketing of all its events. Responsible for the management and quality control of each event, the recording of each live event and the final edit. Each event was filmed, teasers were made immediately after the event followed by the full video a few days after. An integrated marketing campaign was created for each event that included print, digital and social campaigns. Monitored viewer data and adjusted content marketing to optimise reach.

THE ALAN HOWARD FOUNDATION / JW3 SPEAKER SERIES

ABOUT The Speaker Series

The Alan Howard Foundation / JW3 Speaker Series features conversations, talks and entertainment delivered by leaders and experts in their respective fields who can provide a unique insight into their chosen topics.

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UPCOMING EVENTS

- Josh Waitzkin**
Josh Waitzkin is an 8-time US National Chess Champion, 2-time World Champion in Tai Chi, Chuan Push Hands, and a Brazilian Jiu Jitsu Black Belt.
- Emilia Kabakov / Achim Borchardt-Hume**
Emilia Kabakov is part of the artistic duo, Iya and Emilia Kabakov, the Russian-born, American-based artists, whose milestone exhibition opens at Tate Modern this autumn.

GO TO UPCOMING EVENTS

THE ALAN HOWARD FOUNDATION / JW3 SPEAKER SERIES

TEASER

GO TO EVENT

AHF / JW3 SPEAKER SERIES

THE ALAN HOWARD FOUNDATION / JW3 SPEAKER SERIES

Archive

FILTER EVENTS

Speaker Name... All Topics Event Date: All Sort by: Default Reset

- JK Rowling / Tom Bradby**
MON 08 MAY 2017
Speaking at JW3 in London on 8 May 2017, bestselling author J.K. Rowling told the audience about the singular moment that spurred her to become a prolific philanthropist.
- Tony Blair / Tania Bryer**
TUE 07 FEB 2017
Former Prime Minister Tony Blair addressed a packed audience at JW3 in Hampstead on Monday 6 February, ranging across subjects as diverse as Brexit, the future of the Labour Party and the impact of radical Islam.
- Lord Mervyn / Gabriele Finaldi**
TUE 24 JAN 2017
Lord Mervyn King, former Governor of the Bank of England and Chairman of its Monetary Policy Committee and current Trustee of the National Gallery, in conversation with Gabriele Finaldi, Director of the National Gallery in London.
- David Miliband / Jonathan Freedland**
WED 16 NOV 2016
David Miliband and Jonathan Freedland will be discussing the global refugee crisis and how the international community should respond.
- David Beckham / Kirsty Young**
TUE 14 JUN 2016
David Beckham is a former professional footballer, fashion icon and UNICEF Goodwill Ambassador.
- Edmund de Waal**
TUE 07 JUN 2016
Edmund de Waal is a British artist and author of *The Hare with Amber Eyes*.
- Ayaan Hirsi Ali / Maajid Nawaz**
TUE 23 FEB 2016
Ayaan Hirsi, activist, author and politician, in conversation with Maajid Nawaz, author and Founding Chairman of Quilliam.
- Sir Paul Nurse / Dr. Adam Rutherford**
THU 17 DEC 2015
Sir Paul Nurse, Nobel Laureate, and Dr. Adam Rutherford discuss 'Doing Science' and what it is like to be a research scientist.
- Nigella Lawson / Sam Baker**
MON 07 DEC 2015
Nigella Lawson talked about her new book 'Simply Nigella: Feel Good Food', and her relaxed and accessible attitude to cooking.

1 2 NEXT PAGE →

THE ALAN HOWARD FOUNDATION / JW3 SPEAKER SERIES

- HOMEPAGE
- UPCOMING EVENTS
- EVENTS ARCHIVE
- SPEAKERS
- JW3 THE VENUE
- ABOUT
- CONTACT

THE ALAN HOWARD FOUNDATION / JW3 SPEAKER SERIES

LATEST EVENT

JK Rowling / Tom Bradby

MON 08 MAY 2017

Speaking at JW3 in London on 8 May 2017, bestselling author J.K. Rowling told the audience about the singular moment that spurred her to become a prolific philanthropist.

GO TO EVENT

EXPLORE TALKS

Tony Blair / Tania Bryer

GO TO EVENT

THE ALAN HOWARD FOUNDATION / JW3 SPEAKER SERIES

Featuring

Nigella Lawson
Nigella Lawson is a journalist, broadcaster, television personality, gourmet, and food writer.

GO TO EVENT

Ermenegildo Zegna
Ermenegildo Zegna is the CEO of the Ermenegildo Zegna Group.

GO TO EVENT

Peter Thiel
Peter Thiel is an entrepreneur and investor.

GO TO EVENT

Niall Ferguson
Niall Ferguson is an author and Professor of History at Harvard University.

GO TO EVENT

Jacques Attali

THE ALAN HOWARD FOUNDATION / JW3 SPEAKER SERIES

IN CONVERSATION

TUE 18 NOV 2014

Anselm Kiefer / Tim Marlow

EVENT SUMMARY

Poetry, alchemy and flame-throwers – “A *colossus of contemporary art*” came to talk about his life and work at JW3 in Hampstead on Tuesday 18th November. The German artist, Anselm Kiefer, was in conversation with Tim Marlow, the art historian and commentator on the contemporary cultural scene who became the Royal Academy's Director of Artistic Programmes, in April this year.

This was a rare talk given by Kiefer while the Royal Academy holds the first ever retrospective of his work which ends of December 14th.

The artist creates giant, densely textured, paintings, sculptures and installations at his 35,000 square meter studio in Paris, using a wide variety of materials, ranging from straw and lead to

SHARE THIS PAGE

EVENT VIDEOS

PART 1

1 / 6

EVENT PHOTOGRAPHS

IVEAGH



NINE GENERATIONS OF THE GUINNESS FAMILY

In 1886 the Earl of Iveagh established one of the world's first family offices to protect the fortune which came from the stock exchange listing of Arthur Guinness & Son Ltd.

Today Iveagh offers investors seeking the protection and growth of their assets this unique combination of investment experience and investment expertise enabling future generations to enjoy the wealth.

Arthur Edward Guinness
4th Earl of Iveagh
Chairman, Iveagh Ltd

Additional family office approach to the wider community. We want to demonstrate returns with risk, never forgetting capital preservation.

Guinness Family Investment Management Rebrand

Responsible for the creation of the brand identity and product marketing collateral (print & digital) for the investment arm of the Guinness Family, offering investment opportunities to external investors.

UNDERSTANDING INVESTOR NEEDS IN CHANGING MARKET CONDITIONS

Iveagh provides investment management services designed to meet clients' differing needs, by offering a range of investment funds seeking to achieve capital growth with controlled volatility.

Our primary objective is to preserve and enhance our clients' wealth. We seek to manage risk and provide protection and growth in both good and bad market conditions. Our proven, disciplined and methodical investment process is based on our proprietary macro-economic models, together with our superior market intelligence, market valuations and technical analysis, enabling us to provide investors with a range of solutions to meet their needs.



Edward Cecil Guinness
1st Earl of Iveagh
1847-1927



ACHIEVING LONG-TERM FINANCIAL SUCCESS

We are wholly dedicated to the protection and growth of our clients' wealth for current and future generations.

Iveagh is the privately owned investment management business that evolved from the family office of Arthur Edward Guinness, Earl of Iveagh, and other members of the Guinness family. Through our regulated investment funds, retail investors can access the same investment expertise that we have used to managed the Guinness family money for generations.

IVEAGH CAUTIOUS PORTFOLIO

FUND DESCRIPTION - IVEAGH CAUTIOUS PORTFOLIO (RISK 3)
This fund seeks to achieve long-term capital growth by investing in a diversified range of asset classes. The risk profile is cautious and is suitable for investors seeking capital growth who are willing to take a low level of risk and volatility.

RISK MANAGEMENT
Iveagh's Core Portfolio range offers a choice of risk and return profiles. So whether you are a cautious investor, more adventurous or somewhere in between, Iveagh manages your chosen investment portfolio to meet your financial goals and objectives. All Iveagh Core Portfolios benefit from Iveagh's dynamic risk management which aims to emphasise capital preservation when the investment process identifies a significant risk of major market falls. This is achieved by temporarily reducing the risk profile by up to three risk levels. Importantly the portfolio risk level can never rise above the standard level.

IVEAGH CAUTIOUS PORTFOLIO - CURRENT RISK PROFILE
This fund is currently at its optimal risk profile.

DISCRETE ANNUAL PERFORMANCE

	1 year to 31/07/12	1 year to 31/07/11	1 year to 31/07/10	1 year to 31/07/09	1 year to 31/07/08
Cautious Portfolio	-3.28%	n/a	n/a	n/a	n/a

CUMULATIVE PERFORMANCE

	1 month	3 months	6 months	1 year	2 years	3 years
Cautious Portfolio	2.36%	0.19%	-0.92%	-3.28%	n/a	n/a

Source: FT Analytics. Performance is shown as of the starting share class calculated on a single price basis with income reinvested into the Fund. Figures are to 31 July 2012.

Investment in the Fund puts your capital at risk and past performance is not a guide to future returns.



Source: Iveagh

CONTACT US
Telephone: +44 (0)20 7808 1400
Facsimile: +44 (0)20 7808 1401
Email: enquiries@iveaghtd.com

YOU CAN ALSO WRITE TO US AT:
Iveagh Limited
21 Queen Anne's Gate
London SW1H 9BU
United Kingdom

Further information and documents about Iveagh's range of funds can be found at:
www.iveaghtd.com

IVEAGH

IVEAGH INVESTMENT INDICATORS as at 31 July 2012

Macro Models: Leading economic indicators

Market Intelligence: Market positioning, consensus and specialist inputs

Valuation: Equities, bonds, currencies, commodities

Technical Analysis: Trends and significant price levels

IVEAGH INVESTMENT PROCESS

Our investment process is designed to give clear signals of when decisive action needs to be taken in portfolios, with a particular emphasis on capital preservation. We start with our proprietary macroeconomic leading indicators which give signals on the direction of key economic drivers, particularly growth and inflation. We then evaluate the potential market impact through three additional indicator sets: Market Intelligence (liquidity and fund flows), Valuation, and Technical Analysis. This allows our investment team to sift through the mountain of available information in an objective and methodical way, promoting consistent and clear-sighted decision-making. The output of the process is expressed as a traffic light system, each light relating to one of the four key indicator sets.

IVEAGH CAUTIOUS PORTFOLIO

FUND FACTSHEET AUGUST 2012

IVEAGH

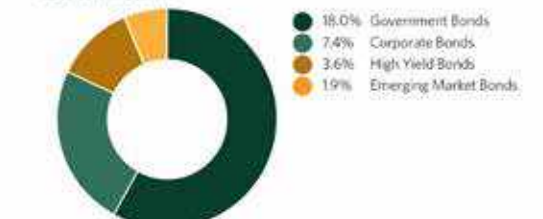
CURRENT TOP 10 HOLDINGS

2Yr GBP Note Managed	US Treasury 3% 05/15/2042	4.5%
UK Property Index	US Treasury 1.75% 05/15/2022	4.5%
Source S&P 500	German Inflation Linked	4.4%
Brown Advisory American Fund	Source Physical Gold	4.2%
SPDR FTSE UK All Share ETF	IM Argonaut European Alpha Fund	3.3%
M&G Corporate Bond Fund		

EQUITY EXPOSURE



BOND EXPOSURE



Source: Iveagh

FUND FACTS

Fund sector	Mixed Asset - Cautious
Pricing type	Single
Minimum lump sum (or platform equivalent)	£10,000
Launch date	1 February 2011
Launch price	100p
Annual Management Fee	1.75%
Total Expense Ratio (TER)	2.75%
Fund type	UCITS III
Unit type	Accumulation
Pricing frequency	Daily
Fund currency	GBP, EUR, USD
Eligible tax wrappers	ISA, SIPP, offshore bond
Investment manager	Iveagh Ltd
Domicile	Ireland
ISIN ¹	IE00BSKZSF01
SEDOI ¹	BSKZSFO

¹ Codes refer to the sterling retail share class - for other share classes please go to the website.

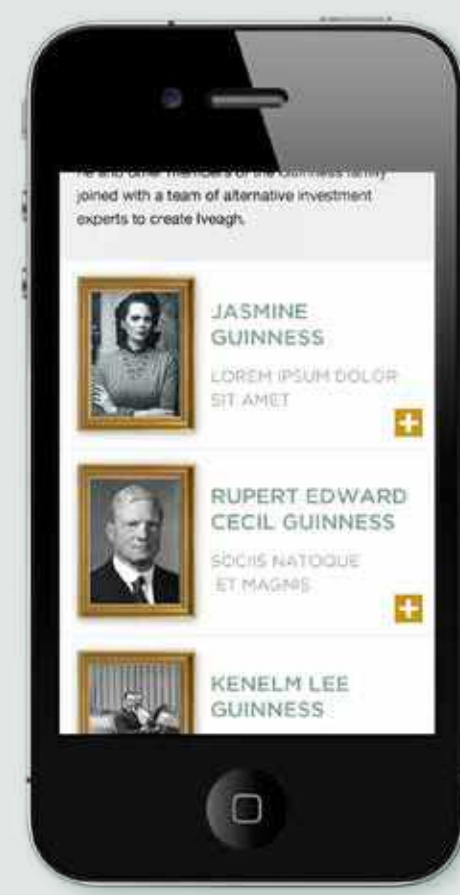
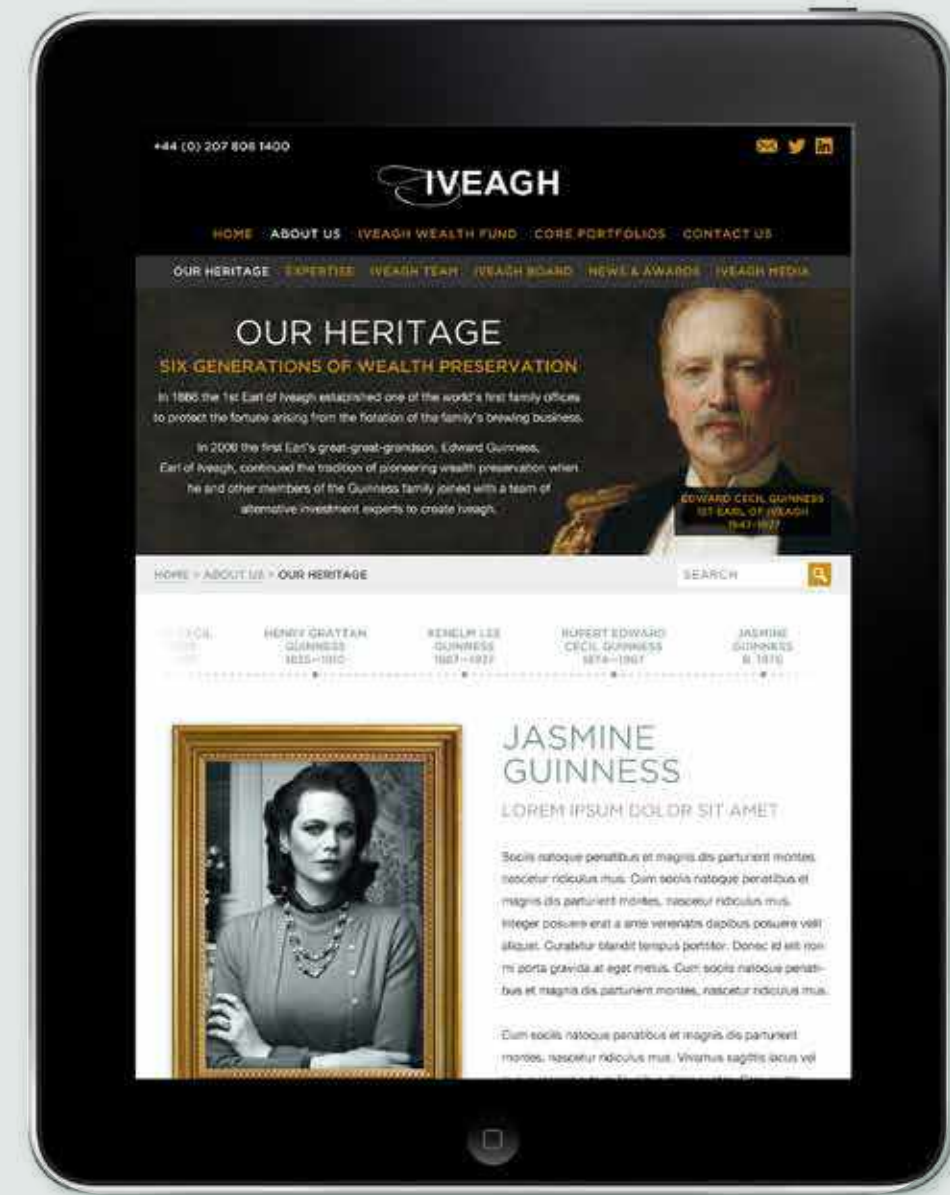
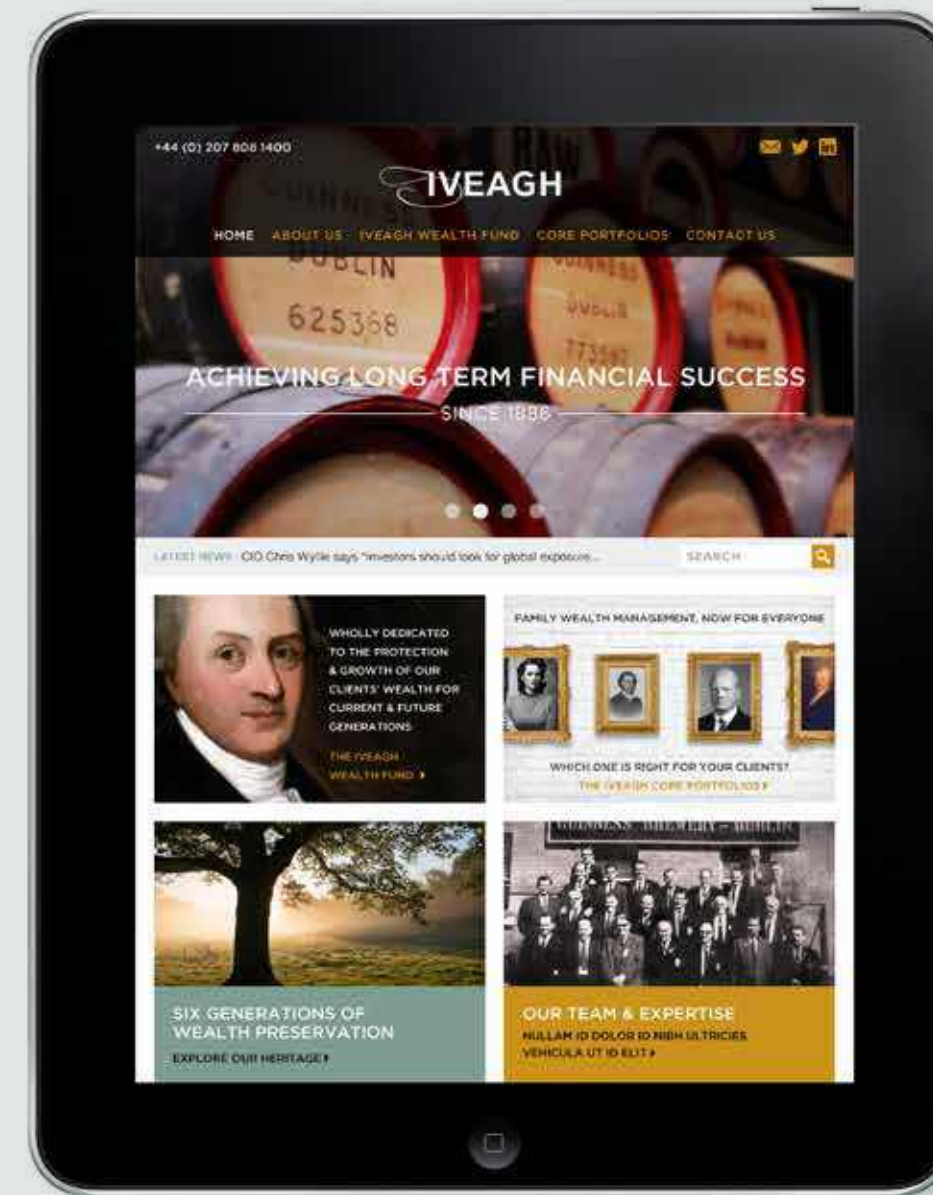
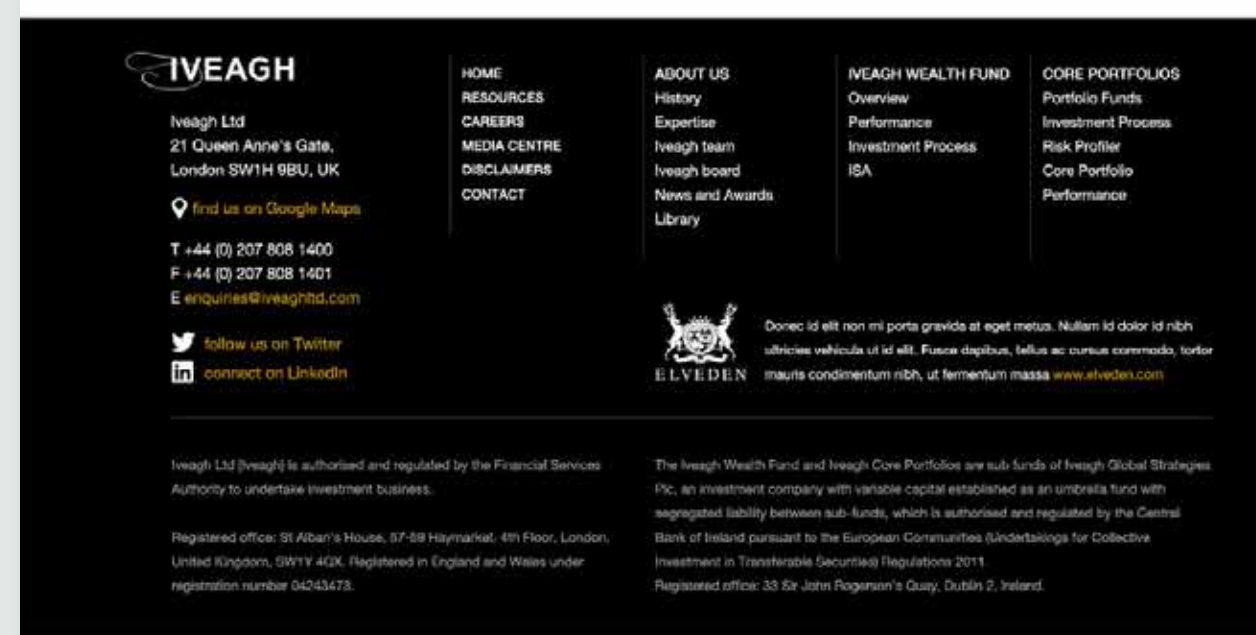
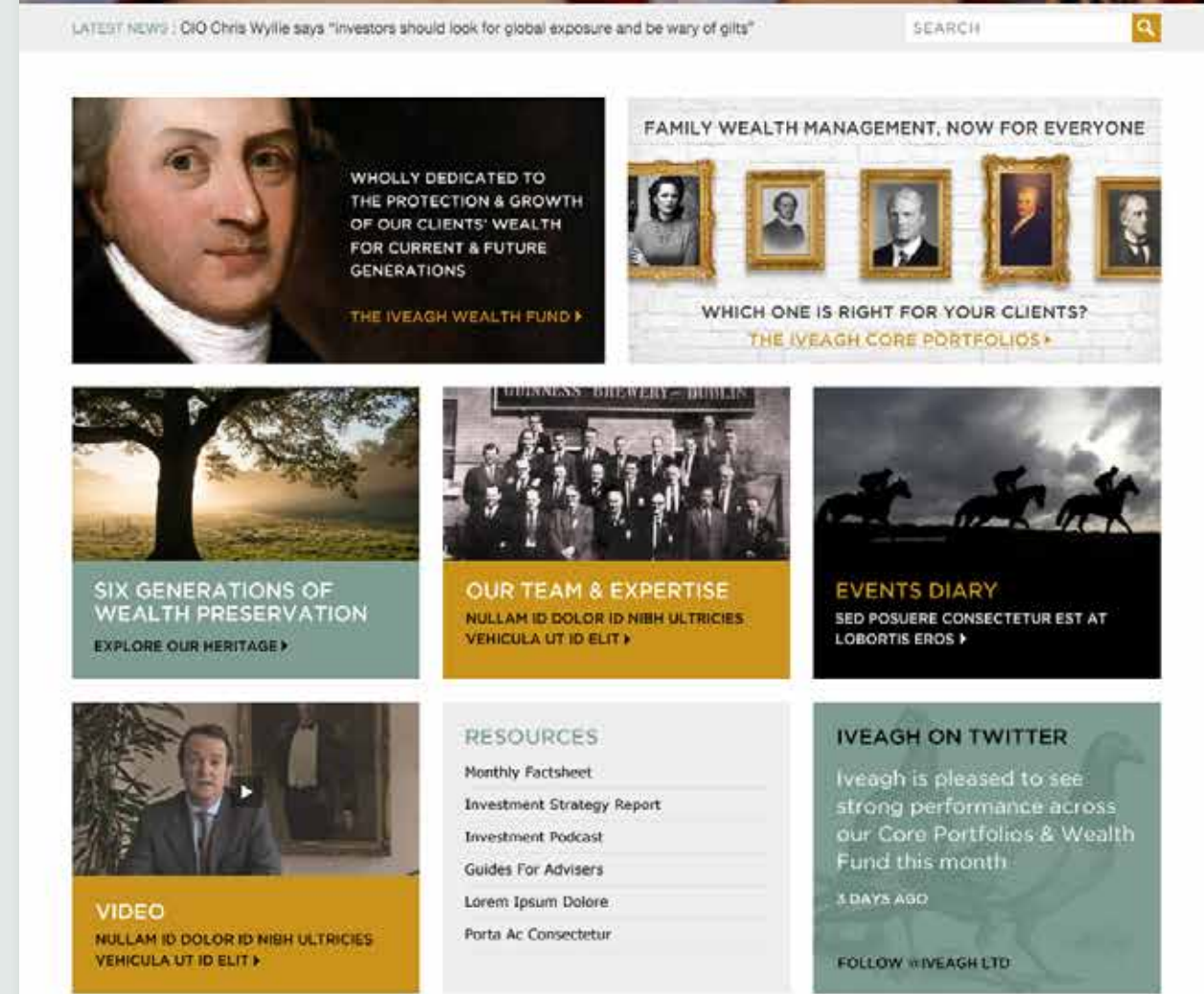
Available on leading platforms, including:



IMPORTANT INFORMATION

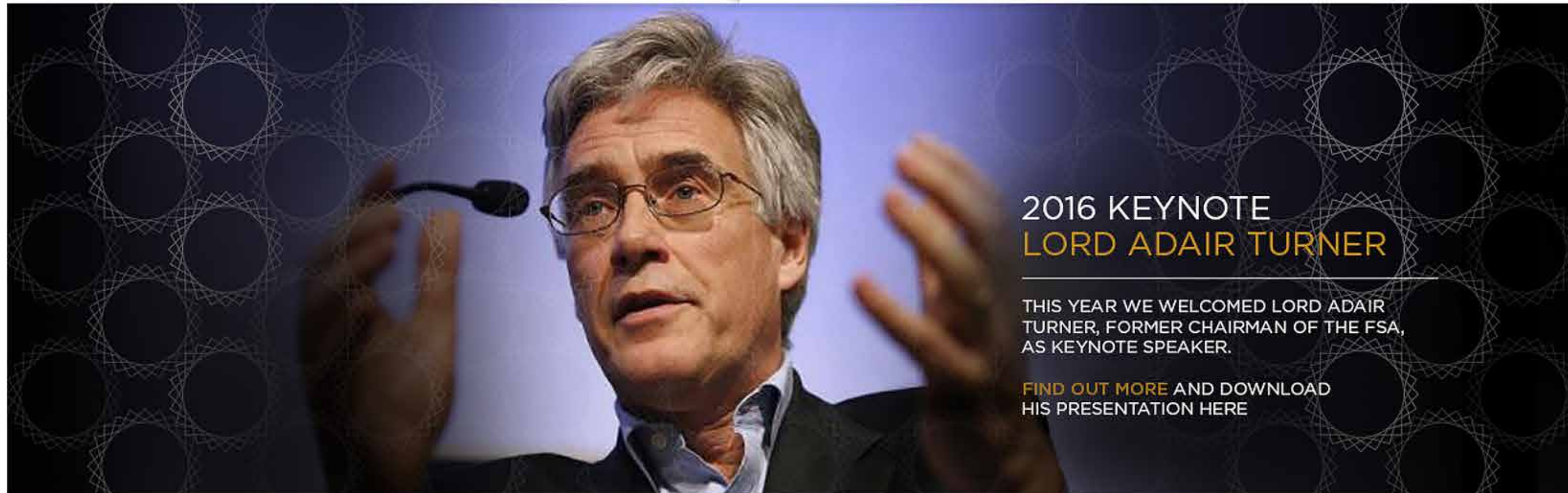
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Guinness Family Investment Website



Elevating the European Capital Markets Forum: A Professional Brand Transformation

For MarketAxess and TraX, I led the strategic rebranding of the annual European Capital Markets Forum. As Creative Director at Cognito, my role involved overseeing a team dedicated to developing a sophisticated and memorable identity for the event. Our work encompassed every element of the forum, from selecting the venue and designing the interior to creating marketing materials, managing the event, and producing audiovisual content for future use. Our objective was to align the forum's branding with the high standards of MarketAxess and TraX, while also establishing a unique and innovative identity. The outcome was a professionally enhanced event that set new benchmarks within the industry.



A new era for the capital markets

Details about the 2017 European Capital Markets Forum will be announced soon.

The 2016 European Capital Markets Forum took place on Thursday 17th of March at the Andaz Liverpool Street.

We were delighted to have **Lord Adair Turner** as the keynote speaker at the conference. Turner was Chairman of the UK Financial Services Authority during the financial crisis and former Director-General of the Confederation of British Industry.

For the third consecutive year, MarketAxess and TraX jointly hosted the European Capital Markets Forum, over 260 delegates heard from leading experts on major regulatory and market structure trends reshaping the capital markets. Discussions at the forum aim to tackle today's key challenges – the real implications of MiFID II, including increased pre- and post-trade transparency as well as the most efficient methods of interpreting and managing differences in global regulation. Sessions are interactive with speakers and panellists available throughout the day for questions and further discussion.



Anticipate, Comply, Perform.

With 30 years' experience partnering with financial institutions across the globe, we are the leading technology provider to the capital markets.

Murex's award-winning enterprise risk management platform MX.3, enables financial services firms to anticipate the impact of regulation, comply with fast-changing requirements and improve their business performance.

Discover more at murex.com



Winner Overall #1

[in murex](https://www.linkedin.com/company/murex)
[@murex_group](https://twitter.com/murex_group)

Disruptive potential of mobile technology

Mobile is a powerful and fast-moving disruptive force which is rapidly transforming the way we live and work.

It is a powerful and fast-moving disruptive force which is rapidly transforming the way we live and work. Mobile is a powerful and fast-moving disruptive force which is rapidly transforming the way we live and work.



UNIVERSAL TRAPEZOID

Universal trapezoid is a new mathematical concept that could revolutionize the way we think about geometry.

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Universal trapezoid is a new mathematical concept that could revolutionize the way we think about geometry.

Get on board for the full mobile journey

Businesses are increasingly managing the full customer life cycle, from before to after sales, purely through mobile, leveraging data to provide a proactive and personalised service.

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Connect everyone and everything to a better future

The mobile industry has an opportunity to improve the lives of billions of people around the world.

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Murex FRTB Campaign #1

The beginning of a four month campaign to increase brand awareness and promote Murex's FRTB product solution.

Other elements of the campaign include:

- Marketing and product strategy
- Campaign website
- LinkedIn sponsored campaign
- Digital advertisements
- Animated video
- Direct email campaigns
- Infographics

Anticipate, Comply, Perform.

Financial institutions need to anticipate the impact of regulation, comply with fast-changing requirements and improve business performance. Our award-winning technology platform helps solve these challenges.

Murex is the leading provider of risk management, trading and processing solutions to the capital markets. With over 30 years' experience we serve 45,000 daily users in financial services, including 60 of the world's top 100 banks*.

Anticipate, comply and perform with Murex.

Discover more at murex.com

Anticipate, Comply, Perform.



Anticipate, Comply, Perform.



LinkedIn & Twitter Banners



Winner Overall #1

[in murex](https://www.linkedin.com/company/murex)
[@murex_group](https://twitter.com/murex_group)

* Source: The Banker Database (as of 30th November 2015). MUREX, Murex logo and product names are trademarks of Murex SAS and Murex S.A.S. reserves all intellectual property rights with respect to the trademarks. All other trademarks are the trademarks of their respective owners.

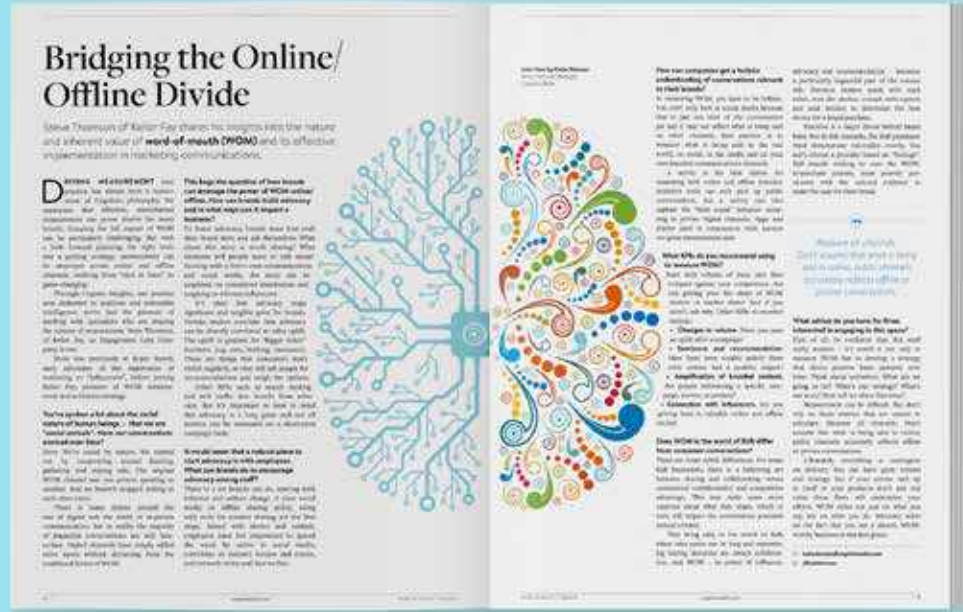
Cognito WOM Annual Print Publication

Print run of 5,000 distributed throughout APAC, EMEA & USA

Tasked by the CEO to design a new-look Cognito Word-Of-Mouth (WOM) publication, produced annually to showcase Cognito's writing and design skills.

Introduced contemporary typography and colour schemes to complement existing Cognito branding. Liaised with the editor to create concepts and commission Illustrators to support each story. A fine art paper was used in print production and a 'soft touch' laminate was used on the cover.

The publication was well received by Cognito's clients and prospects, resulting in a thorough understanding that Cognito alongside their core PR services also provide the highest level of design services. Furthermore, on receipt of the publication one global institutional client commissioned Cognito to create a series of publications to promote their products.

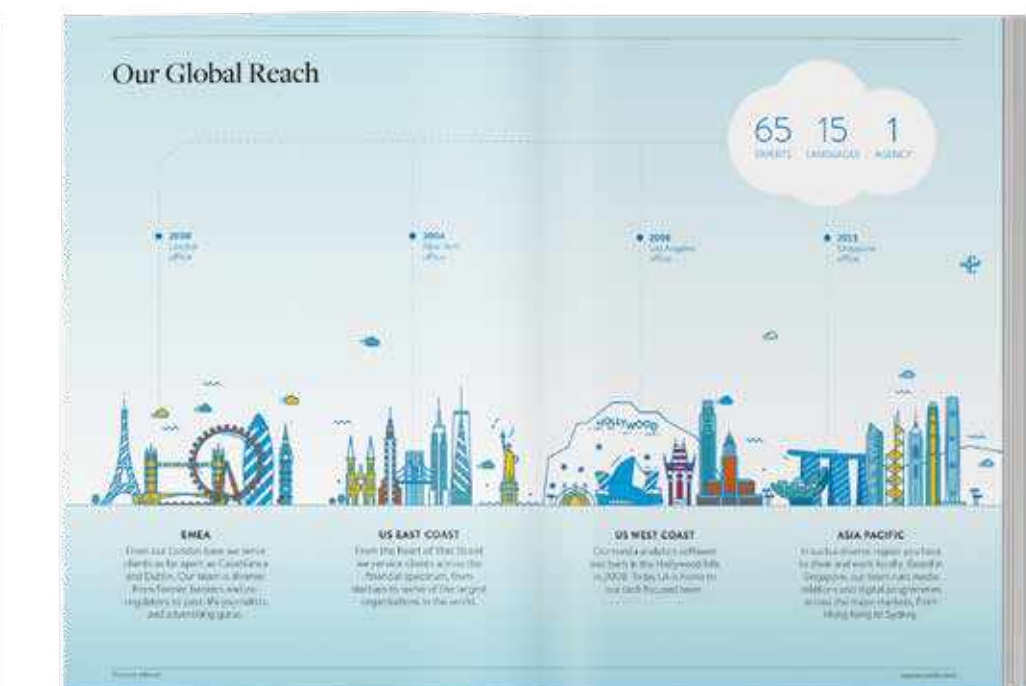
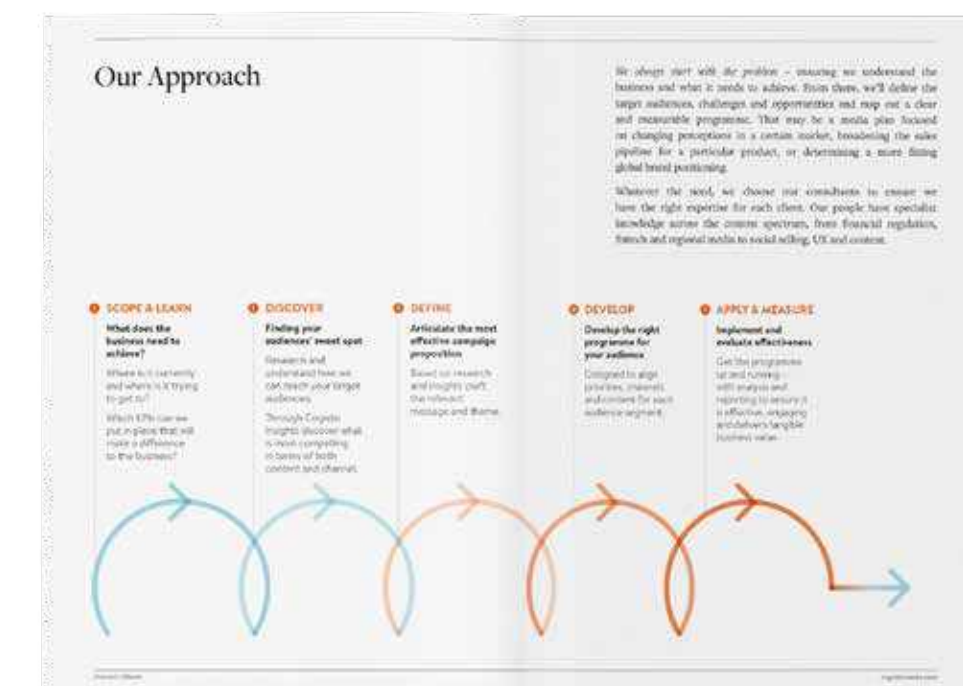


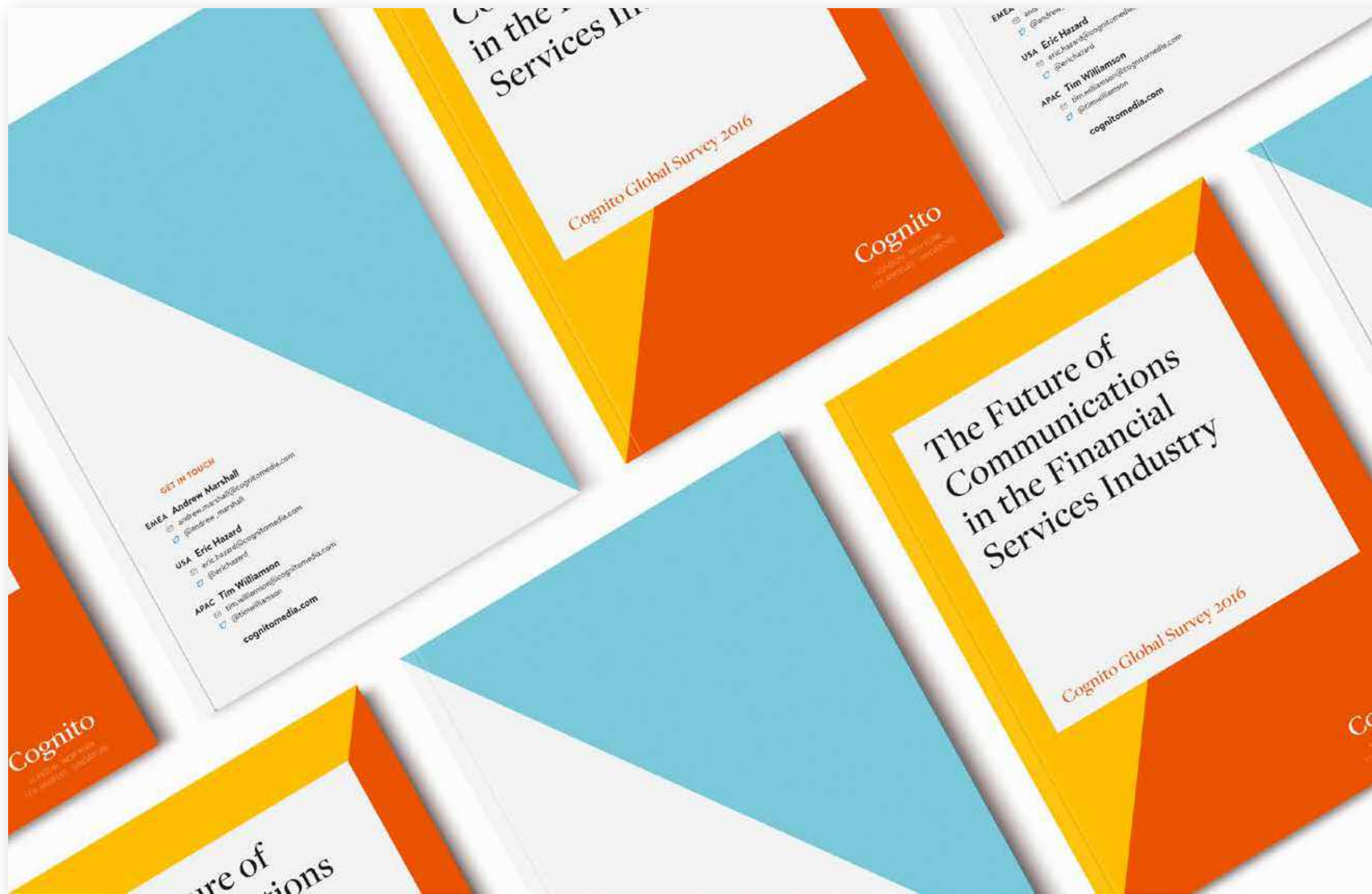


Cognito Creds Deck

Print run of 5,000 distributed throughout APAC, EMEA & USA

Following on from the contemporary colour scheme, imagery, typography and graphics created for the WOM publication. A 'Credentials' booklet was designed to promote Cognito's "Finance Is Different" concept as well its services and global reach.



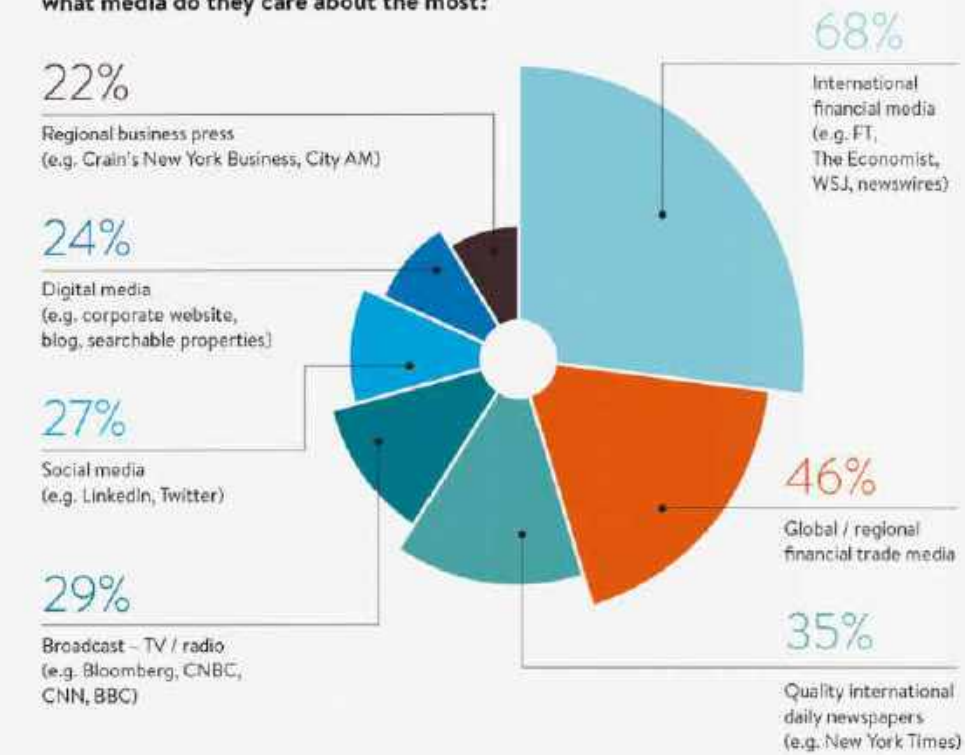


Traditional vs. social media

Getting management buy-in for social media can be seen as a challenge, especially if social media is not recognised as a high priority.

Figures

Looking at the C-Suite and Board, what media do they care about the most?



Journalists today are busier than ever. The relentless pace of news, the pressure to file more articles on a daily basis, and the move to broadcast and video mean they are stretched and under pressure. According to the survey, this has impacted on journalists having a deeper understanding of a firm's business or industry sector, as outlined in figure 10 below.

Figure 10.

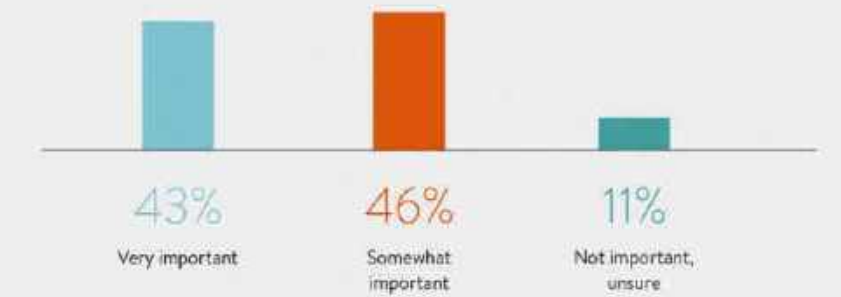
How well do journalists understand your industry sector?

Journalist understanding	High	Medium	Low / unsure
Your firm's business?	23%	57%	20%
Your industry sector?	32%	61%	7%

Perhaps more surprising is the growing importance of industry influencers as 89% of respondents believe these influencers are important to the success of marketing and communications programmes.

Figure 11.

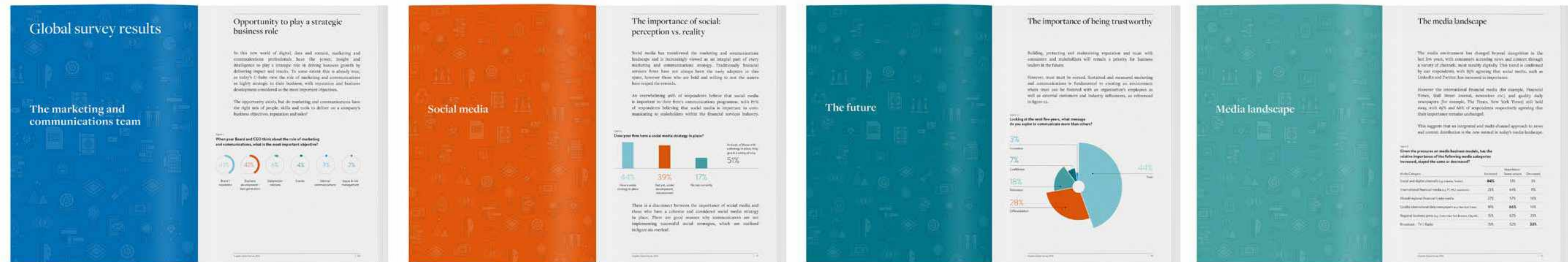
How important are industry influencers to your communications programme (e.g. academics, industry analysts, professional advisors, think tanks, social influencers)?



Cognito Global Survey

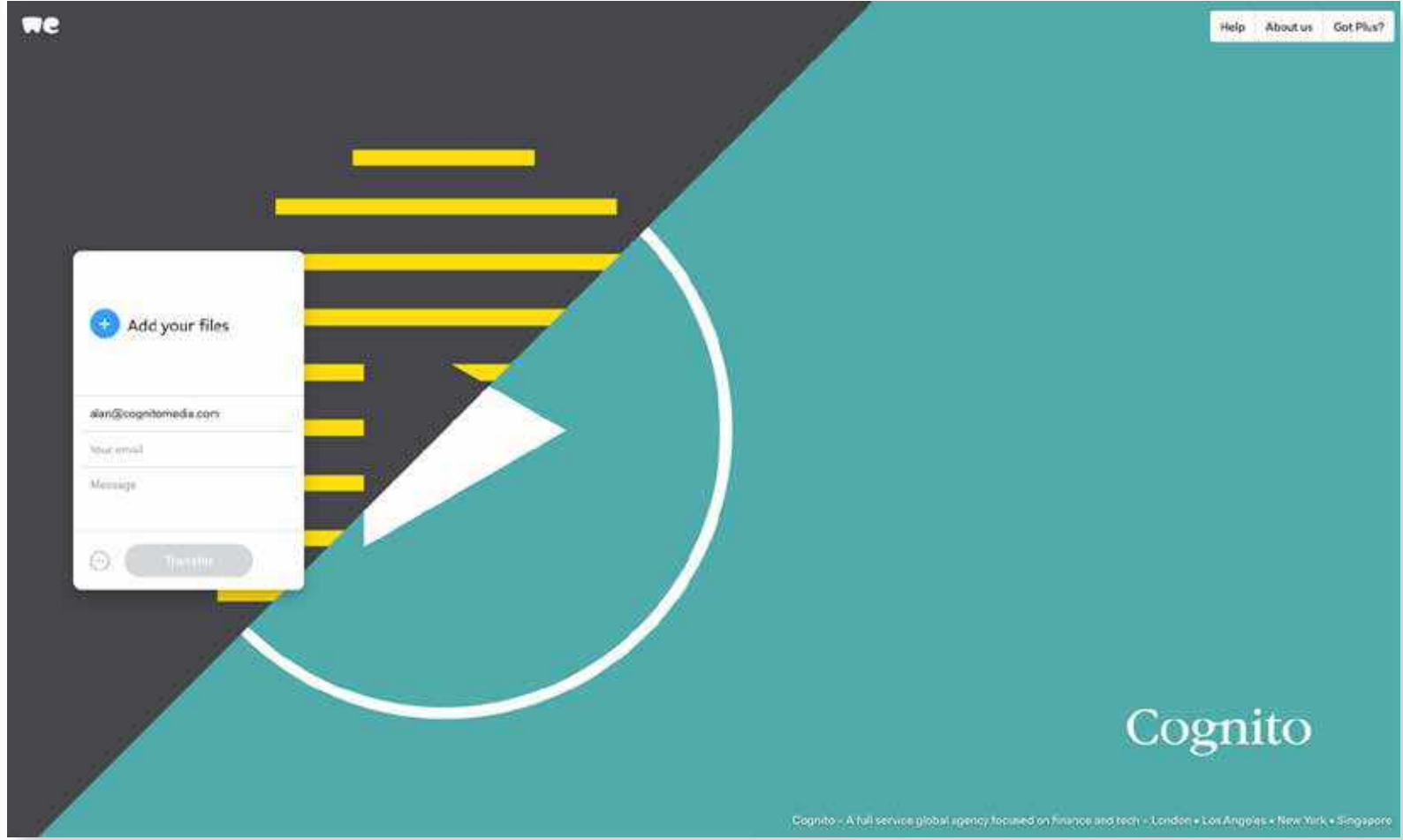
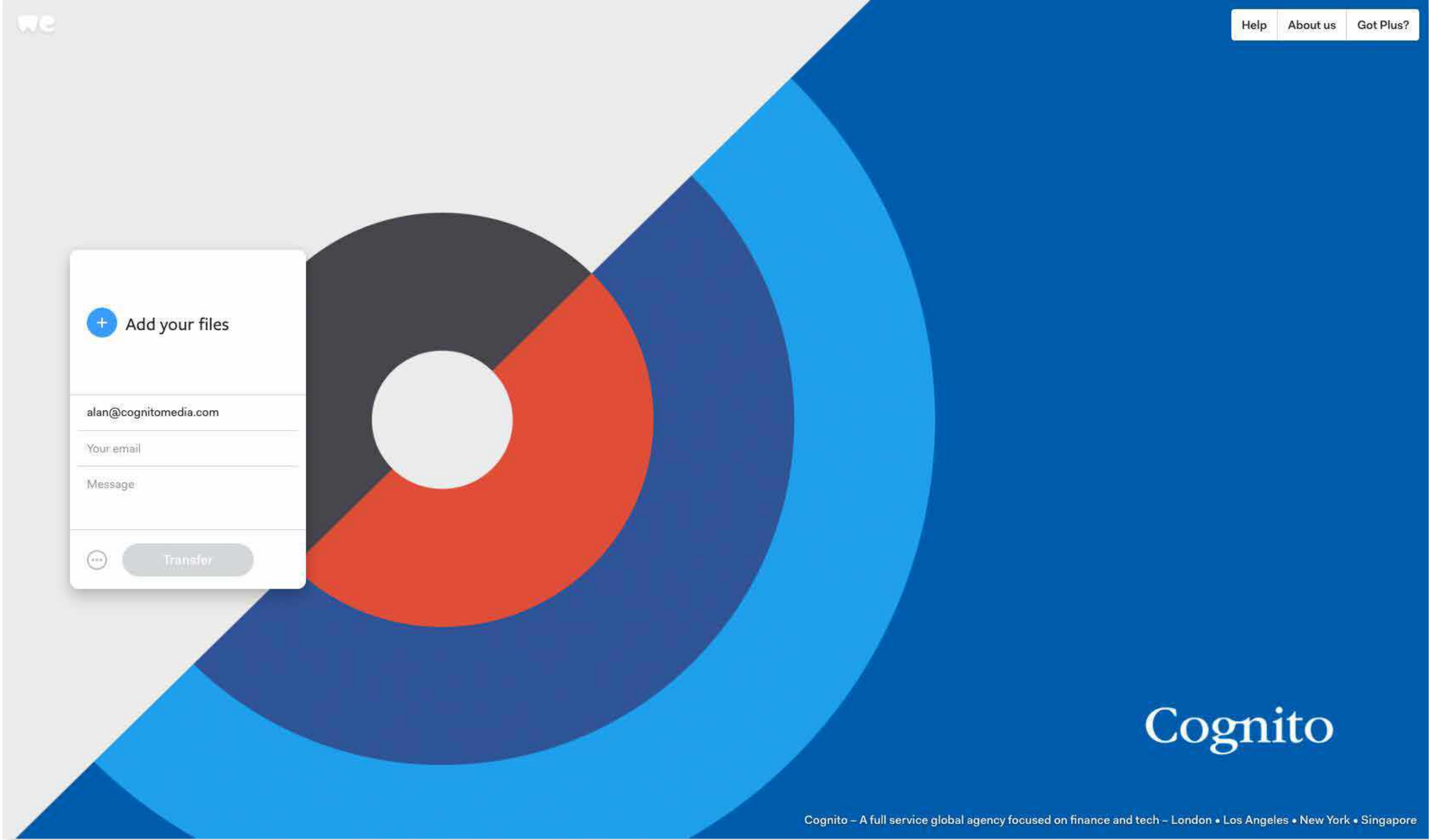
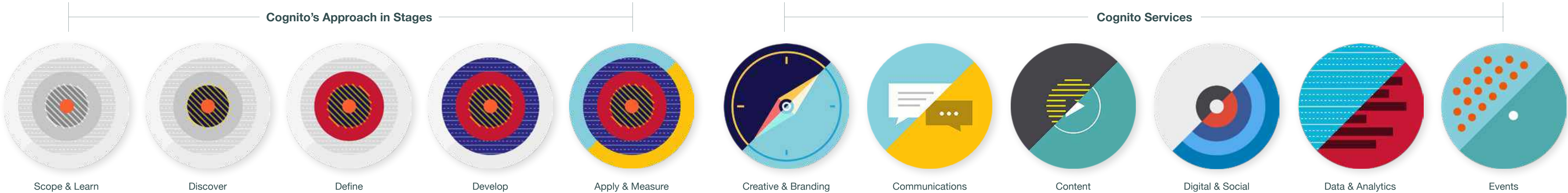
159 Professionals across USA, Europe & Asia

Marketing professionals of Financial Services & FinTech companies were asked their views on a range of subjects from current priorities to marketing spend to talent, and where they see the communications landscape developing in the future. A print and digital publication was created and a Breakfast event organised to showcase the findings of the Survey.



Cognito Icons

Tasked with creating 'original' icons that represent Cognito's approach and services utilising the new colour palette and concept of 'simple and bold'. The icons were incorporated into presentations, interior spaces and digital platforms, e.g. WeTransfer shown here.



“How Risky Is Your Stock Market?” Animation: A Game-Changer for Elm Partners

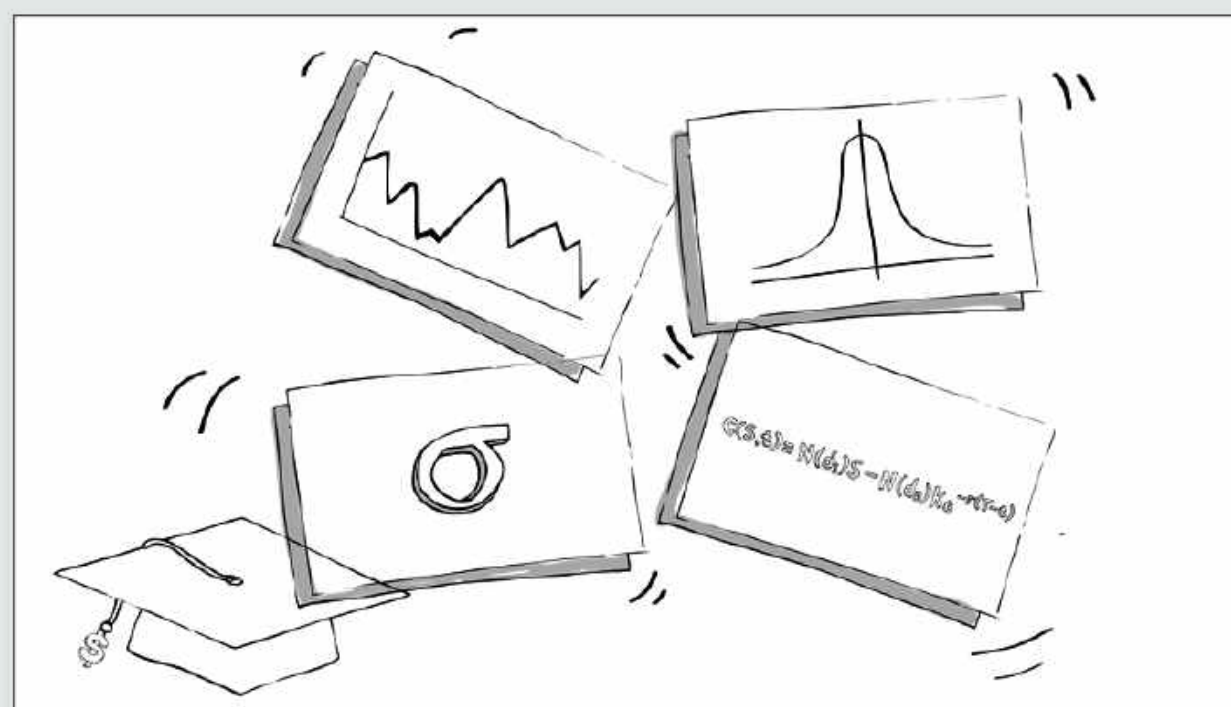
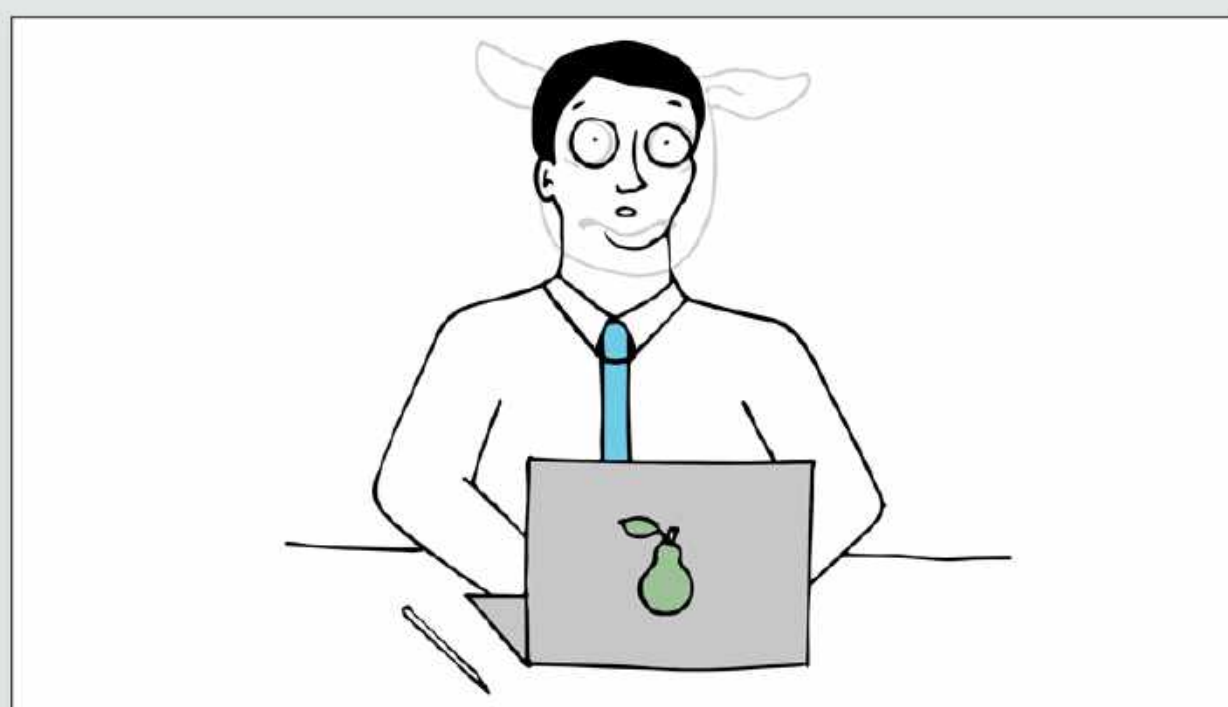
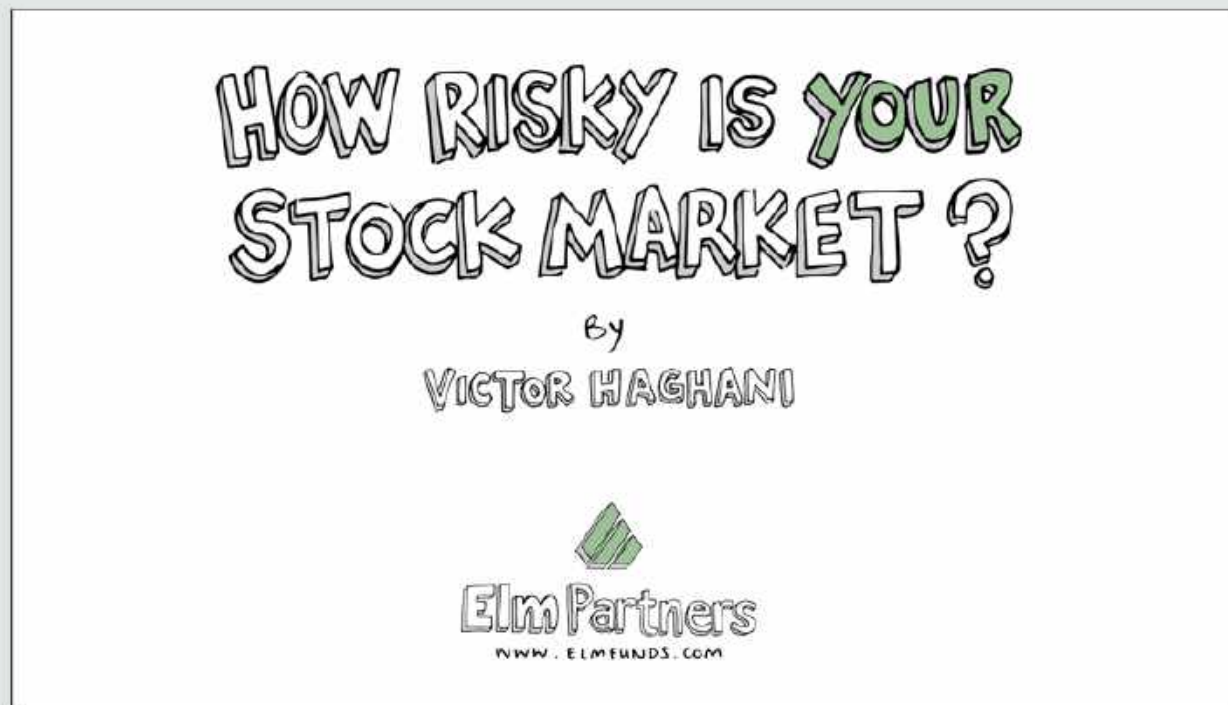
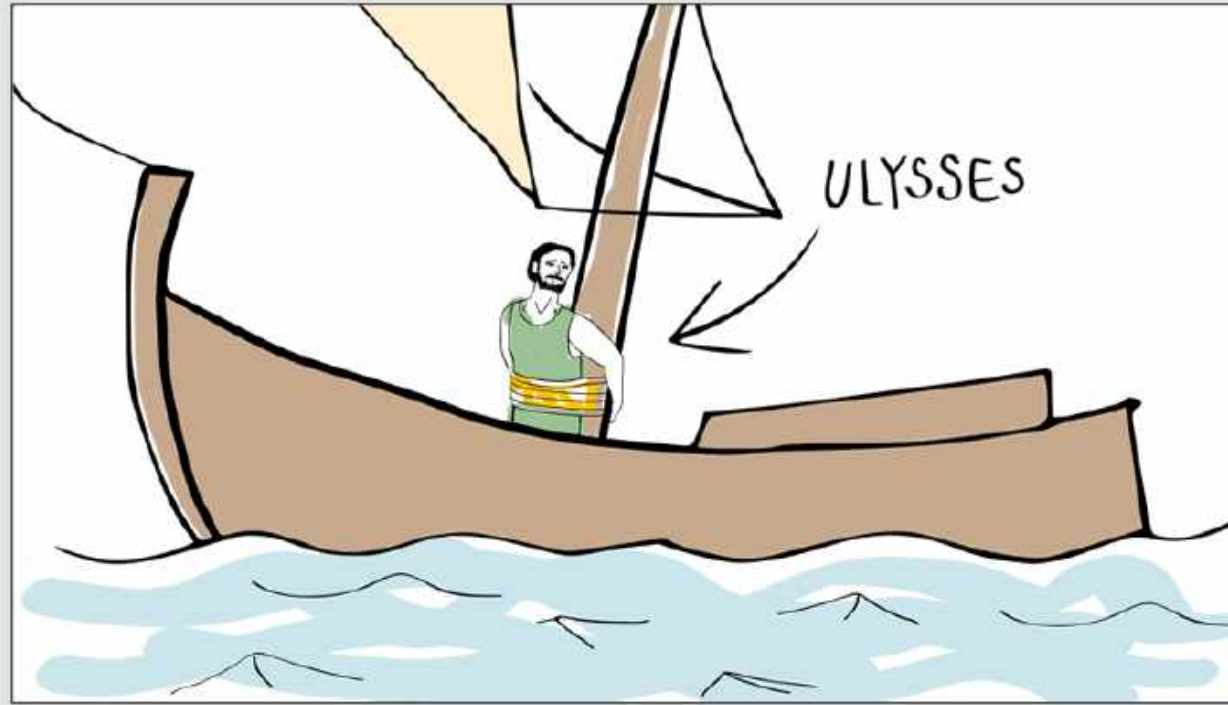
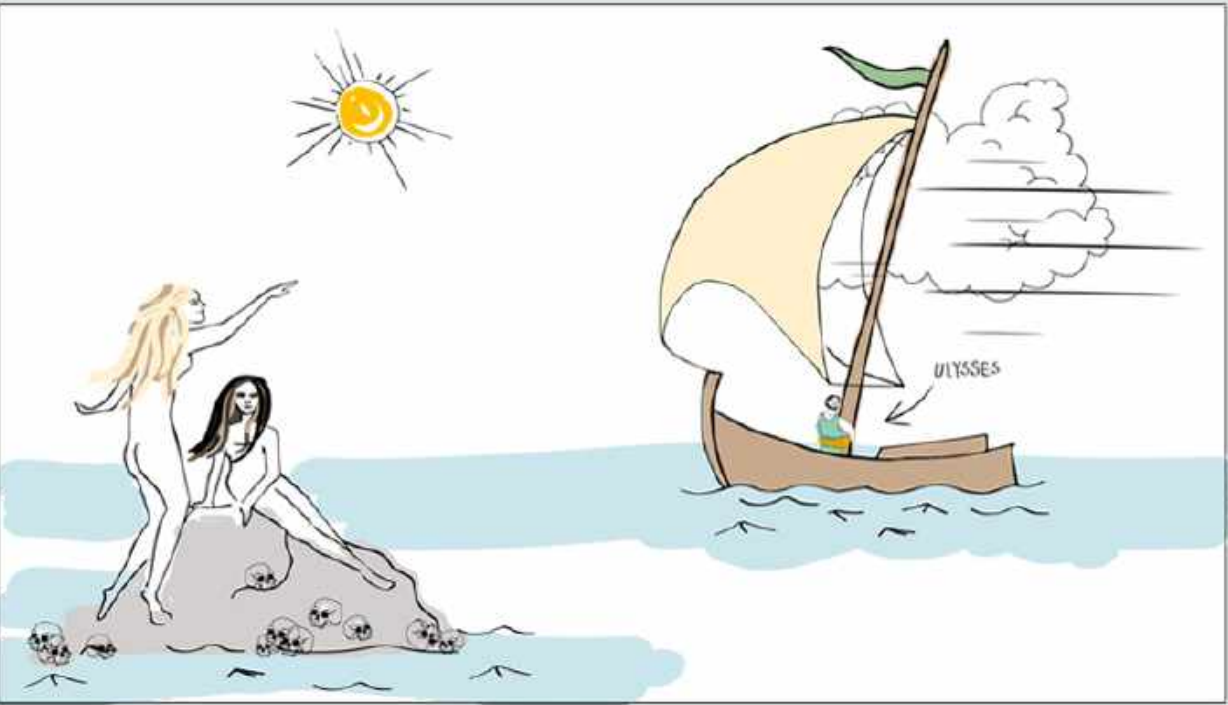
At the request of Victor Haghani, Elm Partners’ founder and TEDx speaker, the Peregrine team crafted a compelling animation for their Investment Series. Focused on the vital role of equities and risk management in portfolios, we delivered a full spectrum of in-house services from scripting to editing, adhering to Elm Partners’ branding and Victor’s TEDx talk style.

This intricate, hand-drawn animation not only highlighted key investment strategies but also significantly boosted Elm Partners’ engagement, with over 1,000 YouTube views and notable LinkedIn activity shortly after release.

Victor Haghani praised the team’s dedication: “The positive feedback and curiosity about the ‘How Risky Is Your Stock Market?’ video’s creation have been overwhelming. The Peregrine team’s exceptional work exceeded expectations, earning our deep appreciation.”

This initiative underscored the impact of integrating financial acumen with creative execution, enhancing Elm Partners’ market presence.

Viewable here:
<https://youtu.be/Iz9Zxc0sems>



El Sturdza's Festive Message: A Seasonal Animation with an Annual Summary

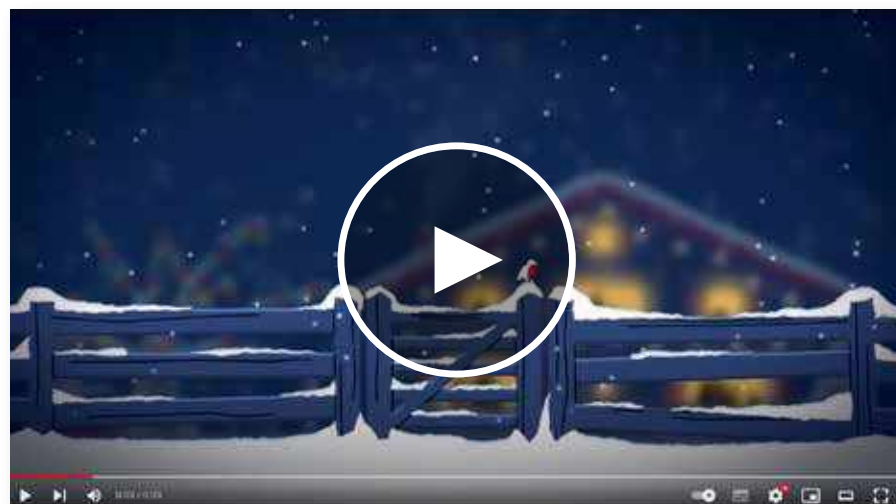
In partnership with the esteemed animation studio, Animade, I directed a festive film for El Sturdza's 2018 Season's Greetings. This creative initiative was part of a wider campaign that celebrated the festive season while also reflecting on the year's highlights within the fund management business, including the robust performance of our funds and the significant charity work undertaken by El Sturdza.

Designed in a 16x9 format, the animation delivered a lively and musical expression of festive greetings to our clients, prospects, friends, and family. It was meticulously crafted to embody the spirit of the season, incorporating distinctive Swiss elements like mountains, chalets, and snow, reflective of our Group HQ's Geneva setting, while also highlighting the year's achievements. This creation served both as a festive salute and a summary of the year's highlights. Did you notice the inclusion of the founder's favourite car?

The animation featured on the El Sturdza website, email signatures and was adapted for various social media channels to ensure optimal engagement across platforms. This strategic distribution allowed us to reach a wide audience, sharing our Season's Greetings alongside the notable achievements and charitable efforts of El Sturdza in 2018.

Experience the festive film here:
<https://youtu.be/2z6KTeNNZk0>

This project was a perfect blend of holiday spirit and professional pride, highlighting El Sturdza's commitment to excellence, community, and the spirit of giving back during the festive season.



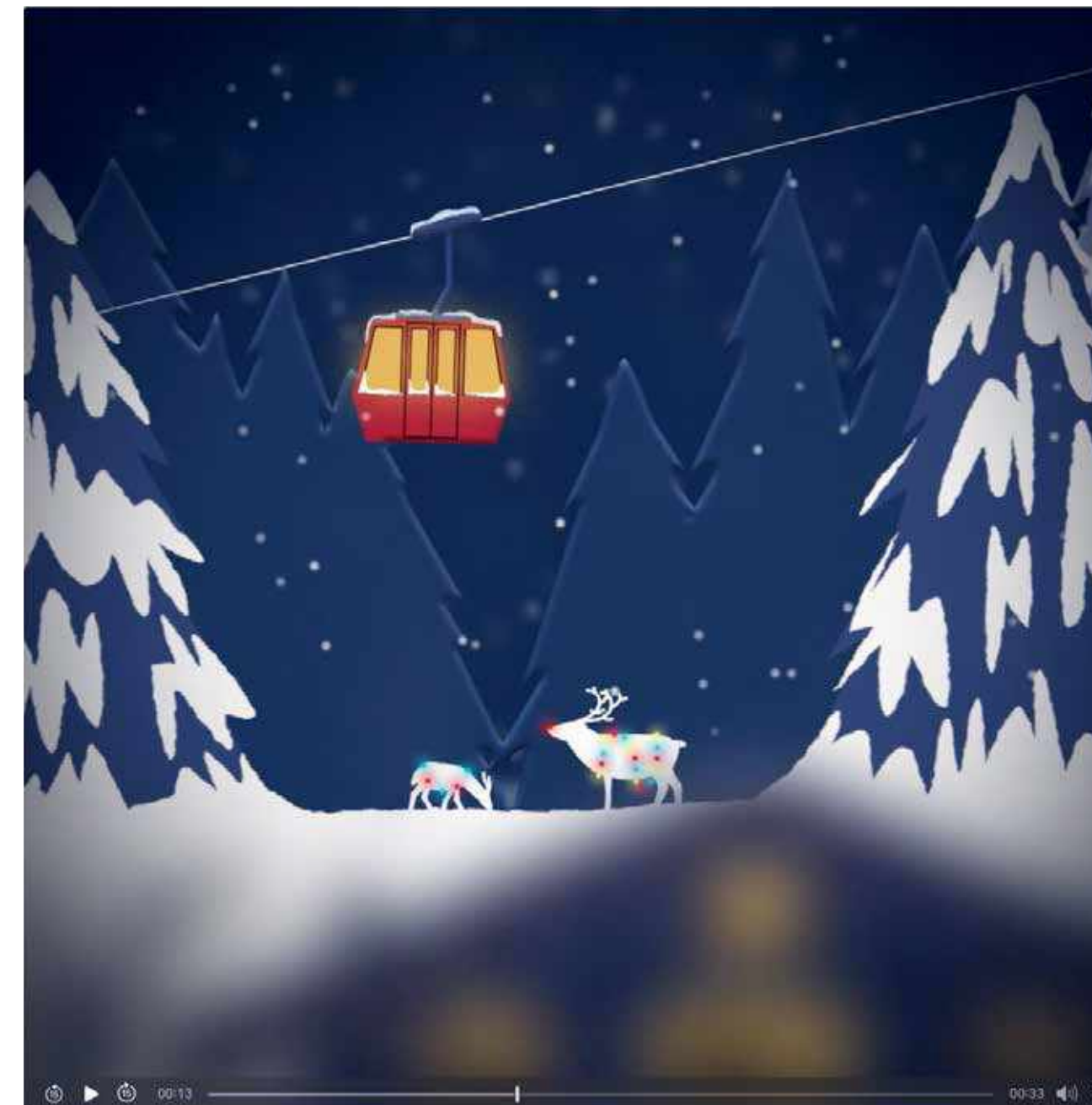
16x9 Format used on the website and email campaign



Email signature banner



Campaign was created in English, French and German.



Format adapted for social media / mobile phone users



Format adapted for social media / mobile phone users

Peregrine®

communicate.
words.
pictures.
actions.

Peregrine Rebrand: Elevating to Integrated Communications

Tasked with a comprehensive overhaul, I led the transformation of Peregrine from a PR agency into a fully-fledged integrated marketing and communications powerhouse. This rebranding initiative encompassed a complete refresh of the agency's identity, branding, strategy, and messaging. A bespoke illustration of the Peregrine bird was commissioned to symbolise the agency's evolution, accompanied by a new strapline, "Communicate. Words. Pictures. Actions," encapsulating the essence of our rebranded vision. The rejuvenation extended across all brand touchpoints, from the redesign of their Camden office to the refinement of their presentations, stationery, and website. This rebranding effort was celebrated with an award, recognising its innovative approach in redefining the agency's market position.



Corporate Identity prior to the rebrand



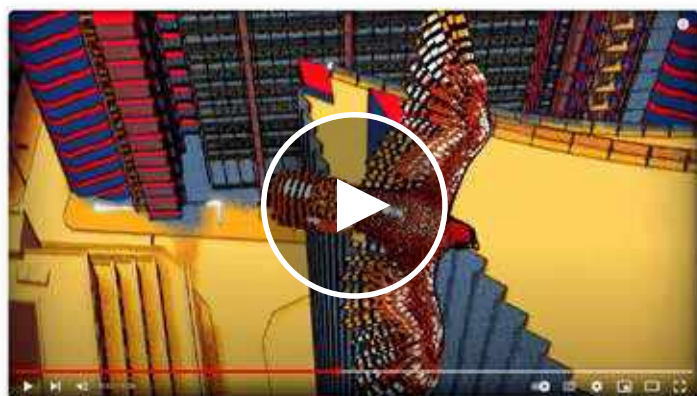
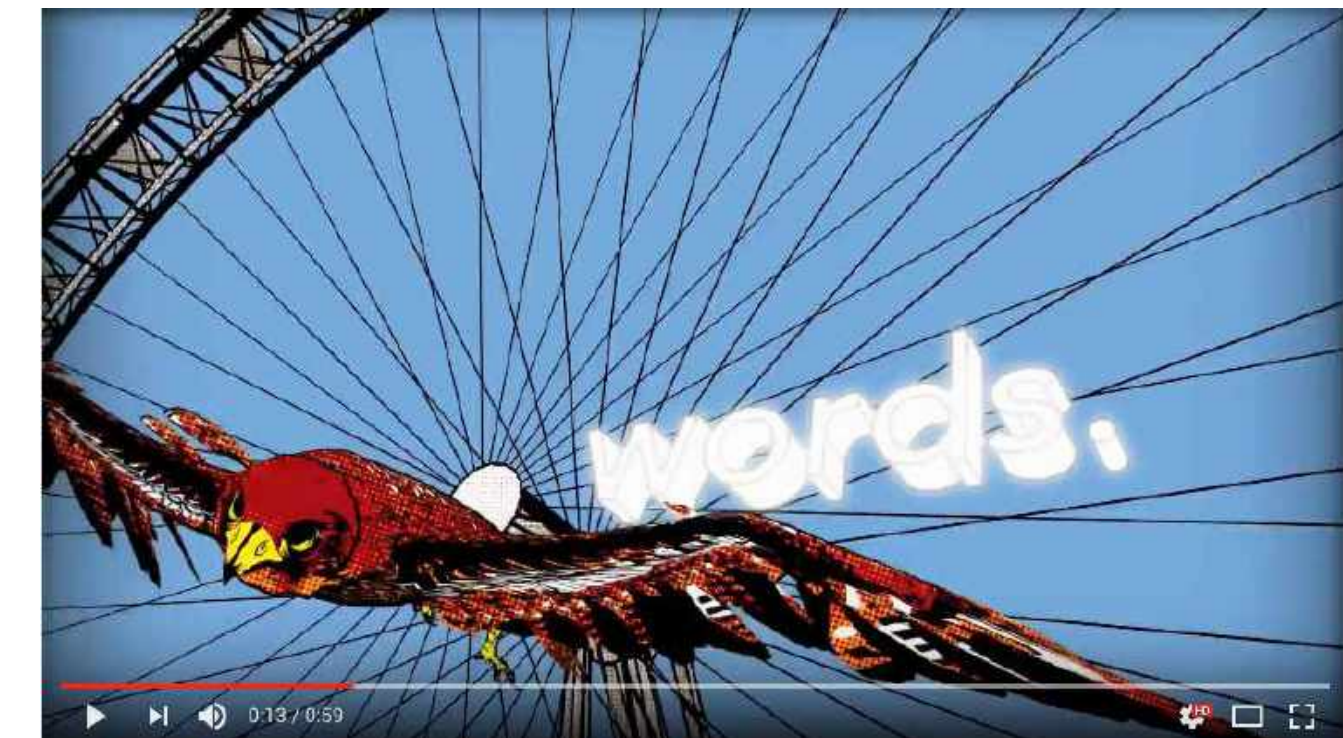
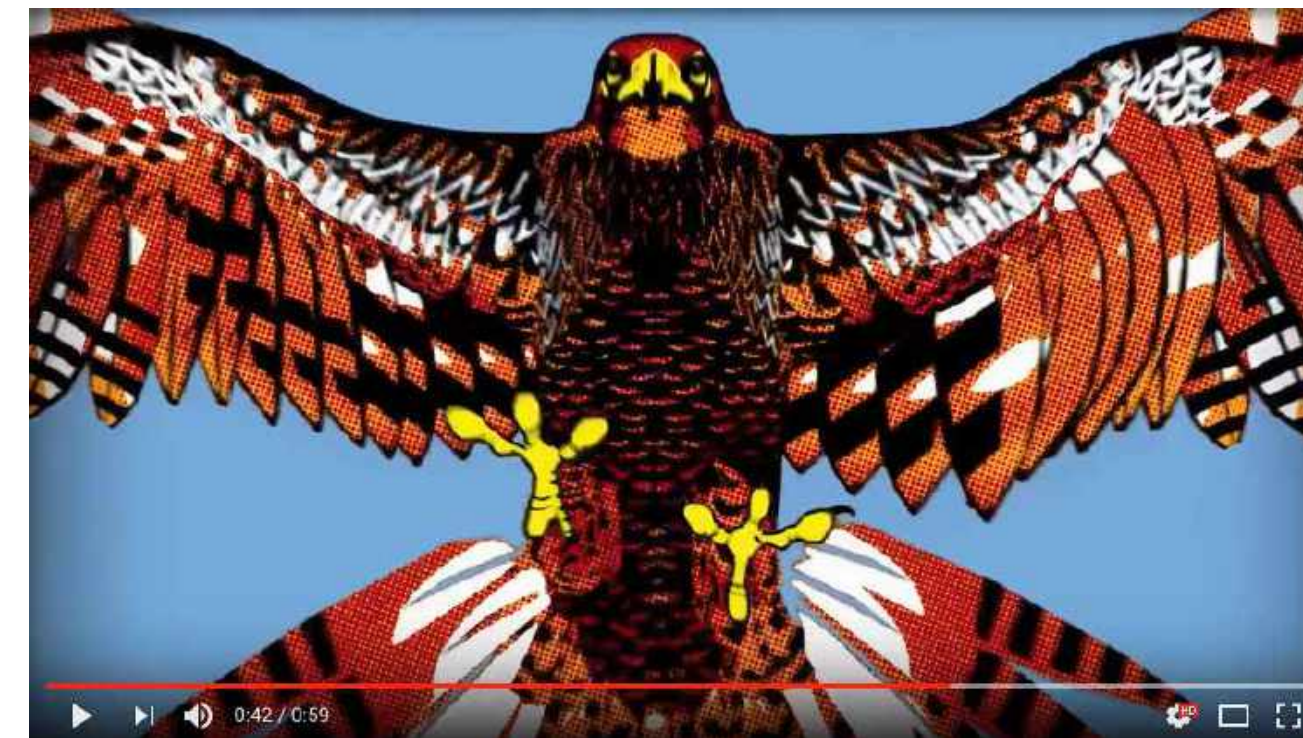
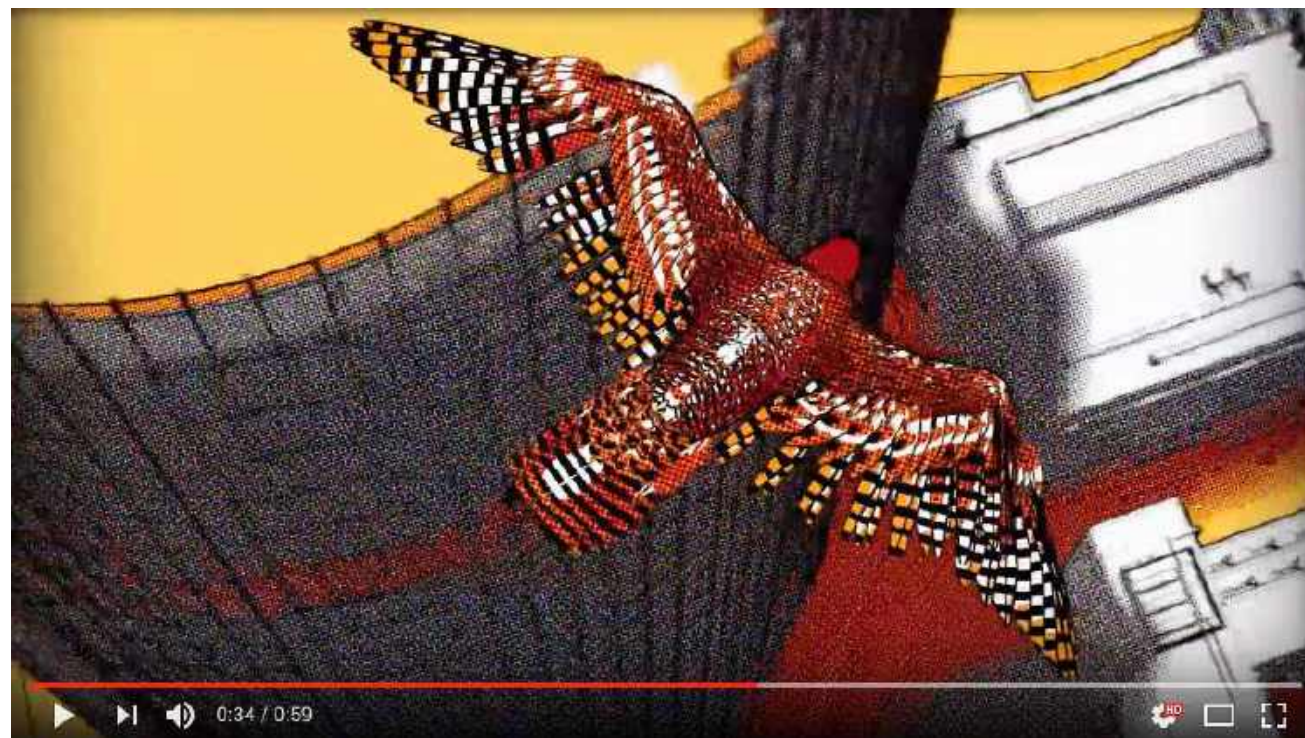
A Decade of Peregrine Communications: Unveiling Through Animation

To mark a significant milestone—Peregrine Communications’ 10th anniversary—I was tasked with creating an animation that not only captured the essence of the company but also introduced its fresh rebrand and philosophy: “communicate. words. pictures. actions.”

The challenge was to conceptualise and produce an animation within a stringent two-week deadline. This animation brought to life the iconic Peregrine bird, now evolved, soaring across the City of London, symbolising its journey and growth.

The premiere of this animation took place at the prestigious Ivy Club, setting the stage for the unveiling of the new brand identity and leading into the CEO’s keynote address. This project was a harmonious blend of creativity and timing, encapsulating a decade of excellence and the dawn of a new era for Peregrine Communications.

Viewable here:
<https://www.youtube.com/watch?v=w0all3se9l8>

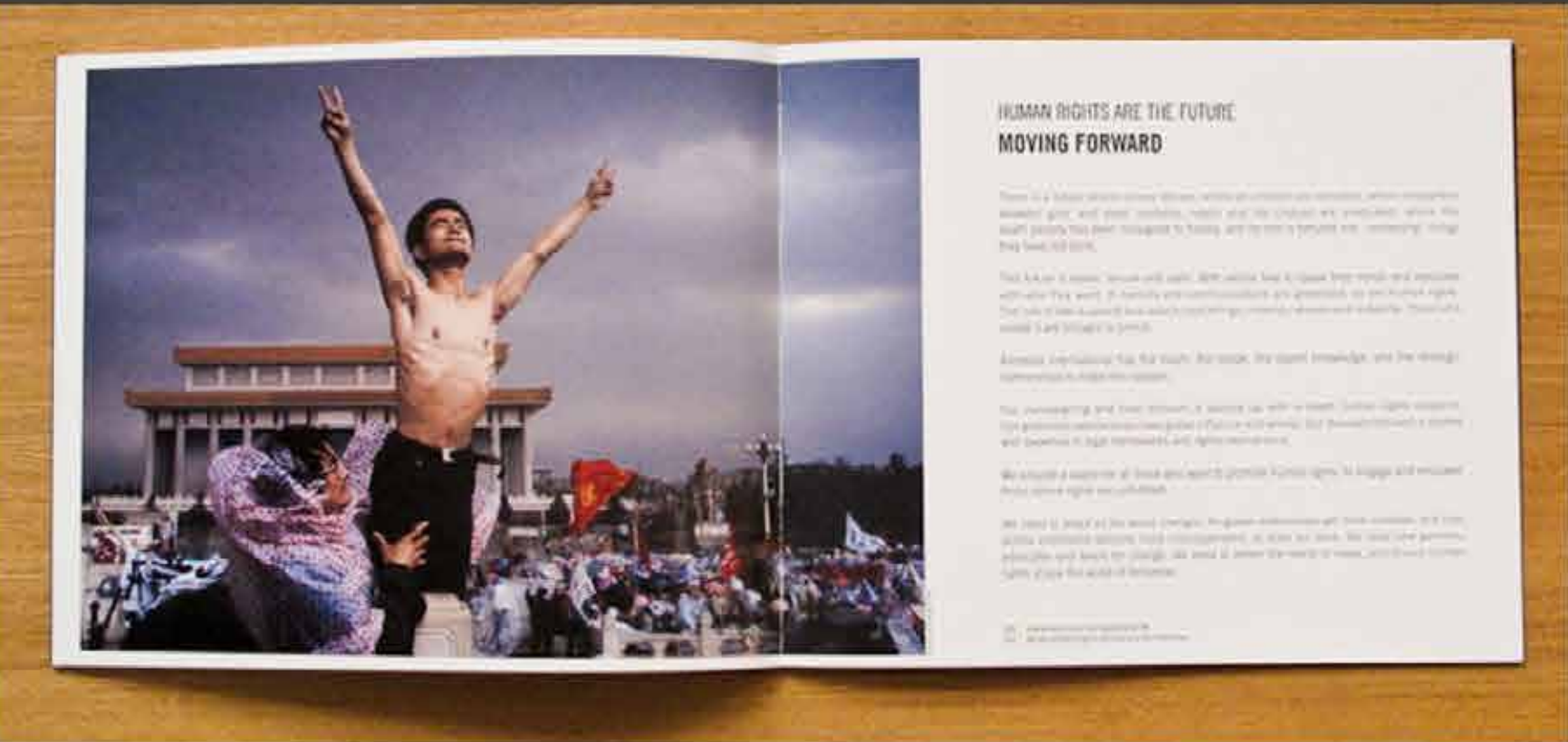


Amnesty International

2007 - 2009

Hands-on designer for the Amnesty International Secretariat Global Major Donors Program, aimed to develop operations in local Amnesty offices and assist in building a global partnership of high-profile donors willing to invest in the long-term expansion of Amnesty International.

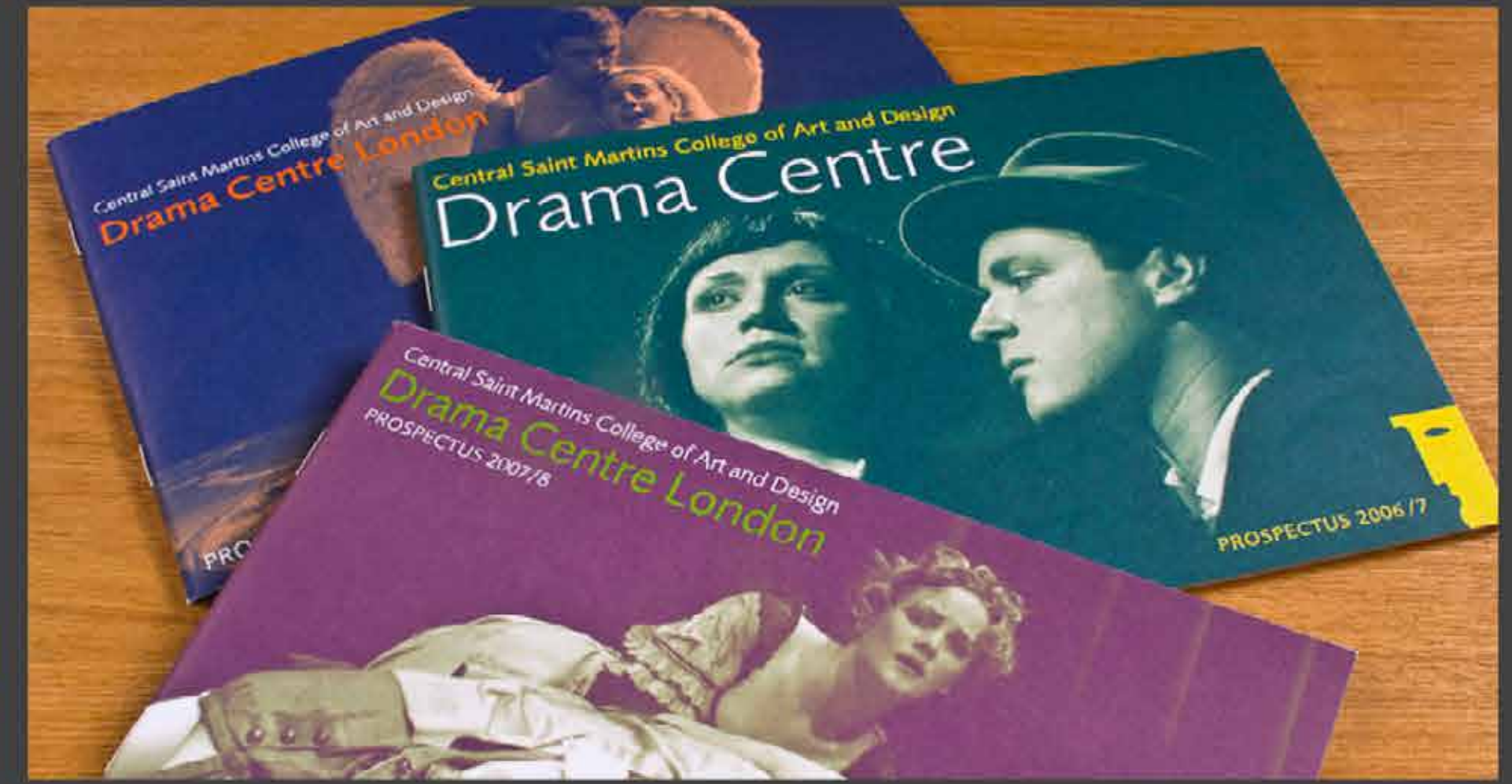
Provided creative direction for the program, designed the Major Donors Program brochure, collaborating with Magnum Photos and managed the printing of the brochure in every language. A digital campaign supported the Program as well as a variety of leaflets, animation and marketing collateral.

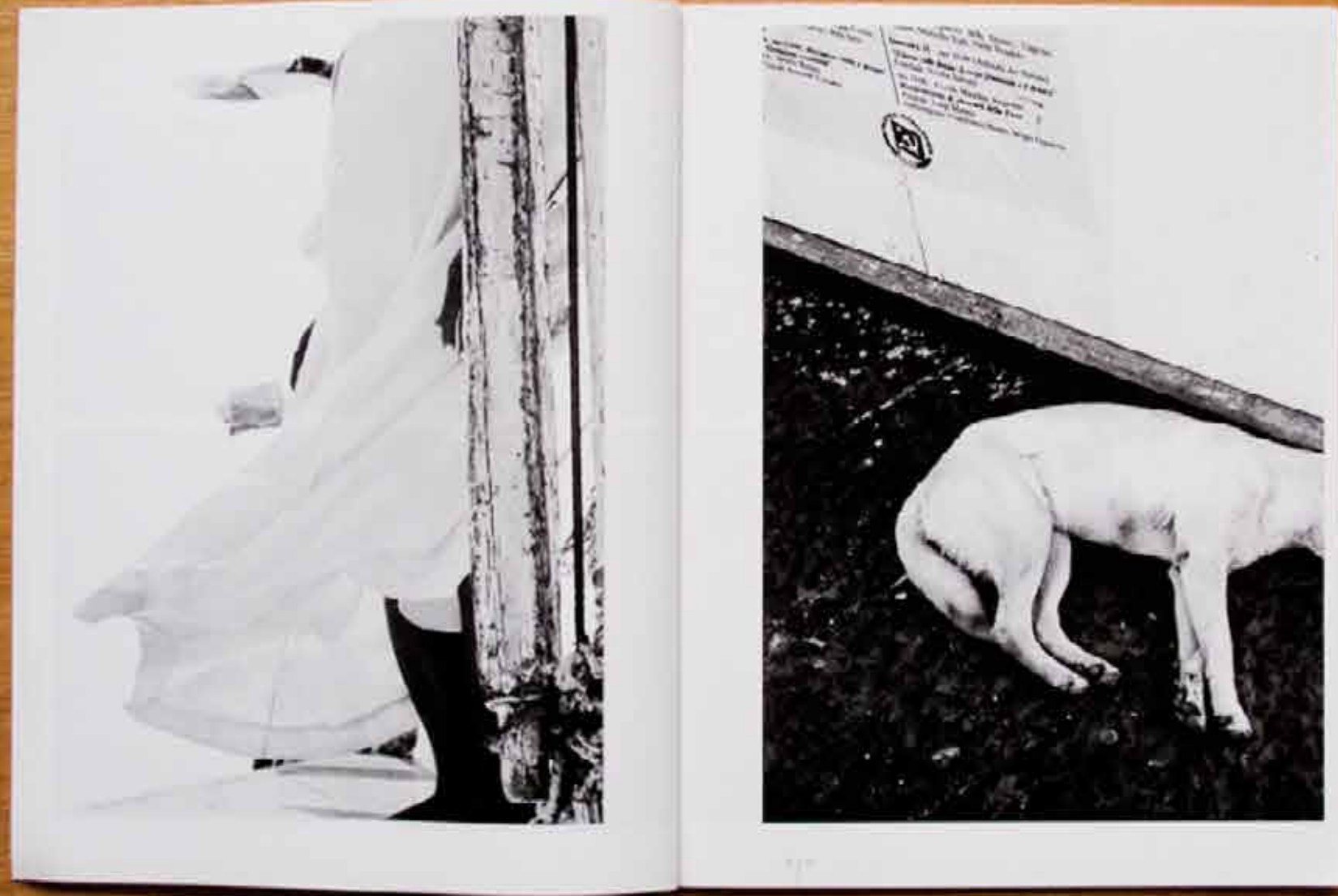
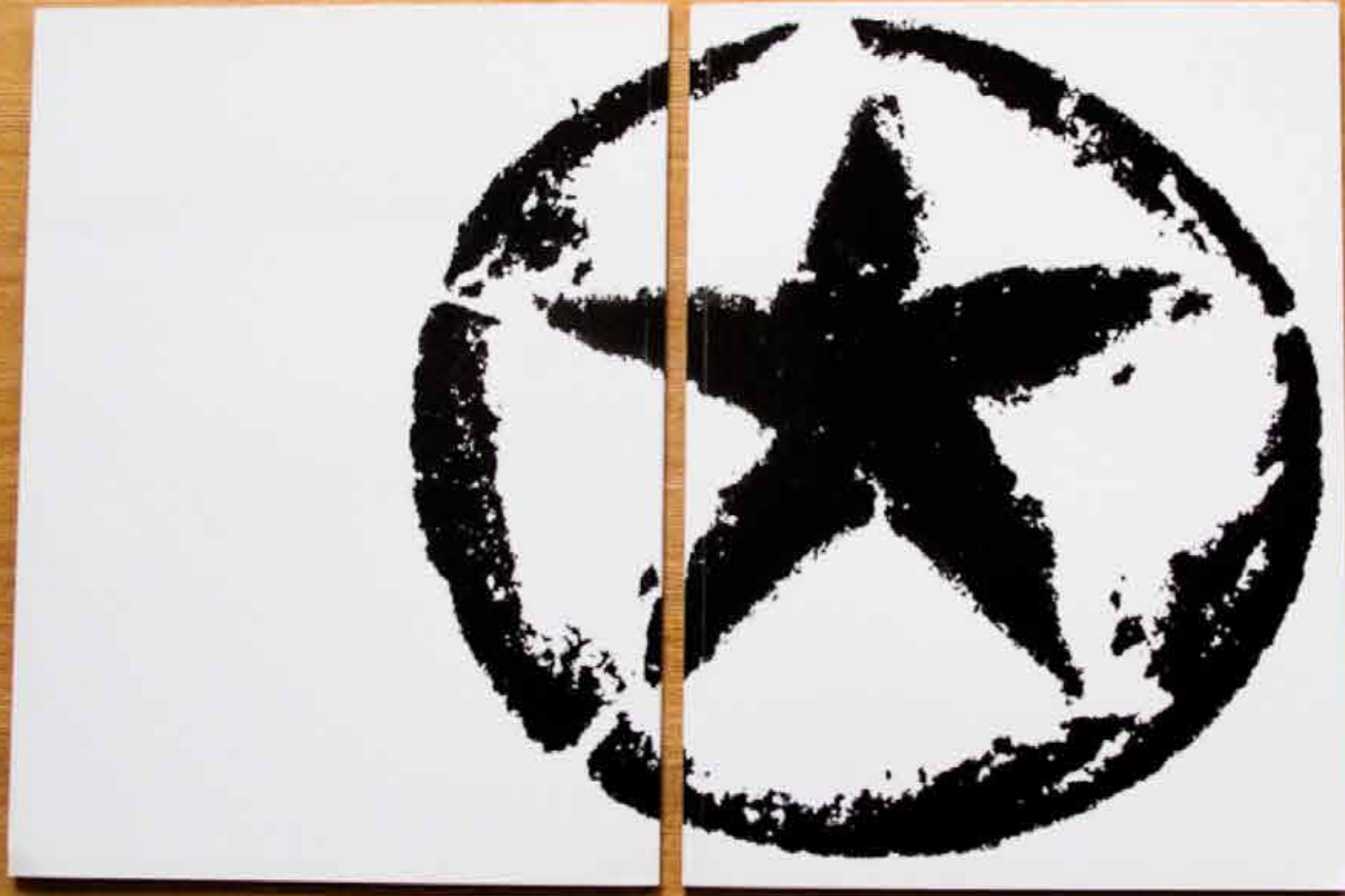


University of the Arts London / Central Saint Martins / Drama Centre London

2000 - 2010

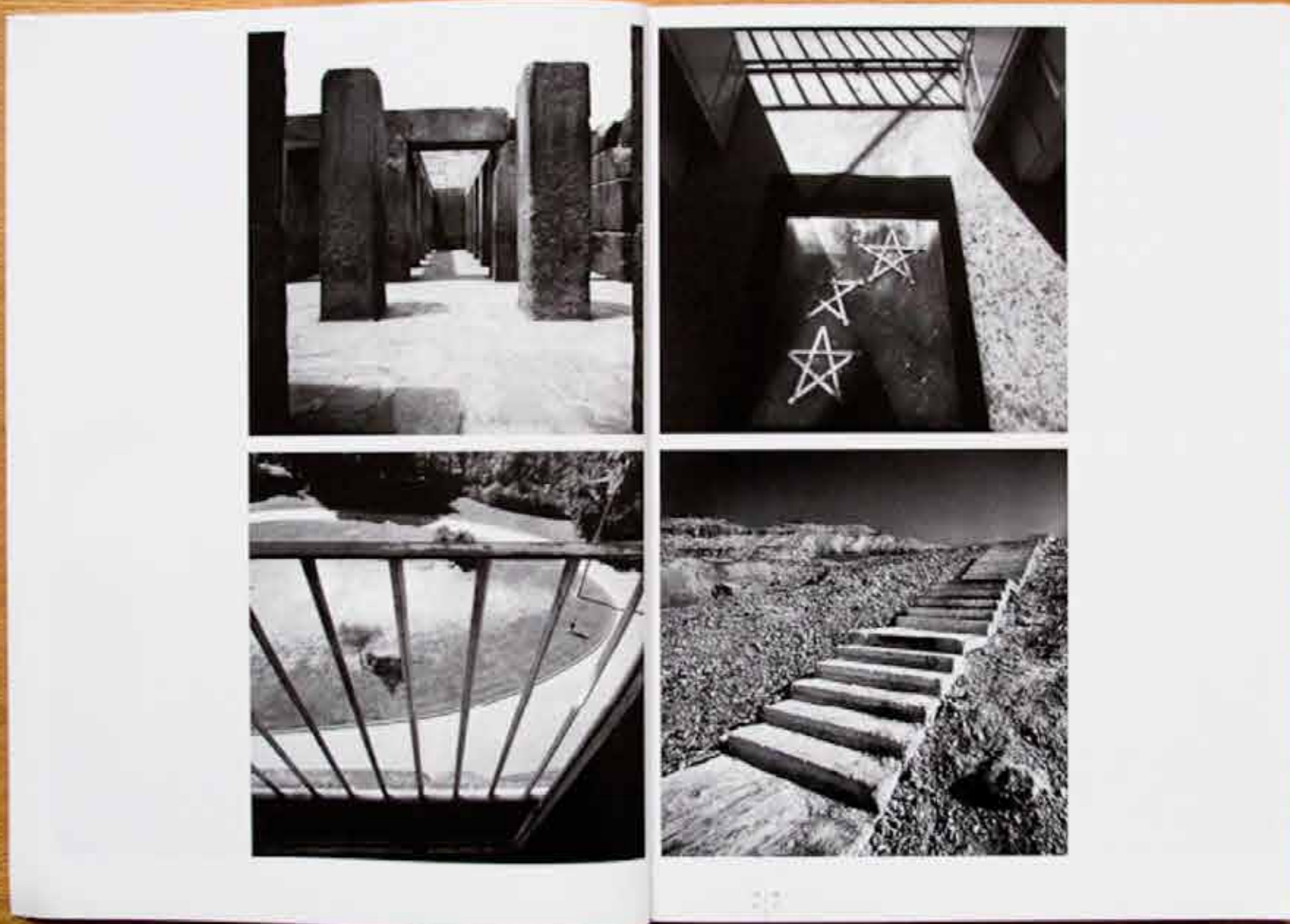
Responsible for the photography of all theatre dress rehearsals and the design and production of UAL, CSM and DCL marketing collateral.





surreo

Responsible for the naming, branding and creative direction of Italian artist Sergio de Benedittis' "surreo" photographic exhibition in Rome. Designed and produced all of the event marketing literature, signage, invites, tickets, event space and brochureware.





LightIQ Brochureware

2006

Responsible for the creative direction, design and print production of this promotional brochure showcasing LightIQ's extraordinary colourful lighting capabilities.





I Heart London Canvas Print BY CLARE FENNELL

Best Sellers
Click here to see our most popular items.

On a Budget?
Click here to see our beautiful range of Happy Sets and save.

Give a Gift
Choose a Gift Card for any amount and get it sent by e-mail or post!



Welcome to the Happy Spaces Online Art Gallery

We specialise in art for children's spaces. Happy Spaces brings you a collection of colourful and imaginative wall art for kids by some of the world's finest artists.

We pride ourselves on offering art that is refreshingly different and fun for children! Exciting adventures, fabulous stories and lovable characters, are all here waiting to be discovered by your child through the medium of art.

All our pictures, reproduced on cotton canvas, are made with love and are exclusive to Happy Spaces. Each canvas is expertly finished, beautifully wrapped and supplied with a specially designed postcard.

FREE DELIVERY on uk orders over £120



NEXT IN GALLERY >

ABOUT THE ARTIST

Clare Fennell

Clare was born and raised in Hertfordshire, before moving to Leicester where she obtained a BA Hons Degree in Graphic Design and Illustration at De Montfort University. Having graduated, Clare worked for many years in the Greetings Card industry, designing

[Read more...](#)



London Town Canvas Print BY CLARE FENNELL

£49.95

In Stock. Dispatch: 2 working days [?]

ADD TO BASKET

Like 0

SAVE TO FAVOURITES

This is London! Celebrate the capital of cool and take home this stylish canvas print showcasing the delights of "London Town". Enjoy exploring the capital together with your little ones as you point out its big red buses, cool cabbies and Queen's guard. Take a ride on the London Eye and pop in to see Big Ben and the Houses of Parliament on the way. Contemporary, colourful, cultured, - we love it!

Specifications:

- 50 x 50 x 2 cm (20 x 20 x 2 cm)
- Giclée cotton canvas print
- Stretched around a wooden frame
- Hanger attached for wall mounting

CUSTOMER REVIEWS

Kirsty Pearson
Location: London

Happy Sets

- African Sunshine
- Artistic Impressions
- Best Friends
- Boys will be Boys
- City Bird Country Bird
- Colourful Kid
- Eco Girl
- Fabulous Fairies
- Fairy Fun
- Girly Dress Up
- Going Vintage
- Hit the Deck
- I Wanna Be ...
- Neil and Spike
- Patchwork Friends
- Peek-a-Boo Pals
- Playmate Classics
- Polaroid Pals
- Ready Steady Go
- Retro Kid
- Retro Posters
- Retro Robots
- Special Bonds
- Story Time Bliss
- Sunny Days
- The Adventurous Owl
- Things that Go
- Up, Up and Away



City Bird Country Bird BY ELLEN GIGGENBACH

£89.91

SAVE £9.99 In Stock. Dispatch: 2 working days [?]

ADD TO BASKET

Like 0

SAVE TO FAVOURITES

SEND TO FRIEND

PRINT THIS PAGE

SHARE THIS

Representing love, joy and all things happy, this striking pair of birds let you bring home a little City and a little Country! Originally designed by popular artist Ellen Gigenbach in her iconic style of 'cut paper art', using graphic shapes and painted in beautifully bright acrylic hues. Timeless and totally unique we recommend this pair as the perfect finish for a stylish nursery!

Kids Wall Art Specifications:

- 2 canvas prints in this Happy Set.
- Prints measure 50 x 50 x 2 cm (20 x 20 x 0.8 in)
- Giclée cotton canvas prints, finished on all sides
- Stretched around a wooden frame (FSC approved wood)
- Hanger attached for wall mounting

Happy Spaces Online Art Gallery

Provided creative direction on identity, branding, marketing collateral, packaging and the design and build of e-commerce online art gallery, selling exclusive art for children's rooms.



EVENT PHOTOGRAPHY
BUSH THEATRE
SHEPHERD'S BUSH, LONDON



EDITORIAL PHOTOGRAPHY
HISUSHI RESTAURANT
CAMDEN, LONDON



EDITORIAL PHOTOGRAPHY
THE WESTBURY RESTAURANT
MAYFAIR, LONDON



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