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Press release

## **The Cambridge Strategy appoints Senior Portfolio Manager to focus on G10 currencies**

The active currency risk manager, the London-based The Cambridge Strategy, has made a critical appointment as part of its ongoing enhancement of its investment team.

Bob Colehan has become the Senior Portfolio Manager responsible for G10 currencies, regarded as the world's most liquid currencies, an appointment that acknowledges the critical importance of these currencies.

Before joining The Cambridge Strategy, Colehan worked for UBS O'Connor's Currency and Rates hedge fund from 1999. As Portfolio Manager, he traded G14 and Emerging Markets foreign exchange and interest rate products.

The chief executive of The Cambridge Strategy, Peter Henricks, has welcomed Colehan to the team, saying: "We're very excited to have someone on board of Bob's caliber. Trading in the highly liquid G10 currencies requires specialist skills and management credentials.

"Despite the financial markets meltdown, our specialist skills and experience on developing markets as a source of alpha highlights our strong risk management credentials.

"We believe that currency markets have inherent characteristics that can be exploited to capture alpha. These characteristics are relatively short term and best exploited using systemic tools.

"Risk management is the key to long-term success. We now have the right team dedicated to these basic beliefs, and we look forward to building on our past successes," he said.

Between 1994 and 1999, Colehan worked for HSBC Futures as a senior sales director; with the last years in their New York office spent expanding the North America operation. He was one of the key executives in terms of revenue and the sourcing and development of new top-tier business.

From 1989-1994, Bob worked at First Chicago Futures as a senior sales person and London desk manager.

He started in the financial markets in 1985 with Brown Shipley Merchant Bank and subsequently moved to Butler Harlow Futures.

Bob has a BA (hons) in economics from the City Of London Polytechnic, graduating in 1983.

**About the Cambridge Strategy:**

The Cambridge Strategy (Asset Management) Limited is a London based asset management company that has been managing money for its clients since 2004. The Cambridge Strategy focuses on the world's currency markets and offers proprietary actively traded currency programs across global markets, developing markets and Asian markets. It also offers an active currency overlay program.

The principals of the Cambridge Strategy have over 70 years experience in the investment management industry and bring a diverse and distinctive set of skills to the Cambridge Strategy. In 2007, the firm was nominated for currency manager of the year by Professional Pensions: Specialist and Alternative Investment Manager Awards. The Cambridge Strategy (Asset Management) Limited is authorised by the U.K. Financial Services Authority ("FSA") and is registered as an Investment Adviser with the US Securities and Exchange Commission ("SEC").

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