

The Cambridge Strategy

London New York Hong Kong Sydney

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PRESS RELEASE

The Cambridge Strategy opens office in the United States

Announces Appointment of Mr. Alan Eisenberg

The Cambridge Strategy, a leading asset management firm offering active currency alpha, currency overlay and emerging markets equity programmes, is pleased to announce that it will open its latest office in New York. It will be headed by Alan Eisenberg, who joins as Head of North America.

Mr Eisenberg will focus on growing the firm's relationships with consulting firms, institutional investors and servicing clients in the region.

Peter Henricks, Chief Executive of the Cambridge Strategy, said, "We have been encountering increased interest in our emerging markets currency, equity and debt capabilities among North American institutional investors. Opening a New York office is a logical step in our expansion and underlines our commitment to the North American market. Given Alan's extensive experience in that area, he is the perfect man for the job."

Mr Eisenberg joins the Cambridge Strategy from Pzena Investment Management, where he had been a Principal and Director of Business Development and Client Service.

The Cambridge Strategy was founded in 2004 and is headquartered in London with research and trading offices in Hong Kong and Australia. Its principals have spent the majority of their careers trading and investing in emerging market currencies and equities. Chairman Edward Baker is former Chief Investment Officer of Emerging Markets equities at AllianceBernstein. Chief Investment Officer Russell Thompson is former Head of Trading for AIG Asia and Mr Henricks was previously Chief Executive Officer of Alliance Capital in Asia.

The firm offers currency (global, Asian and emerging markets) alpha portfolios, active currency overlay, emerging markets equity and emerging markets macro strategies. It has developed and published unique methods for managing volatility and "left side" tail and extreme risk.

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