

The Cambridge Strategy **London New York Hong Kong Sydney**

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PRESS RELEASE

The Cambridge Strategy Announces Appointment of Mr. Adam Reynolds

The Cambridge Strategy, a leading asset management firm offering active currency alpha, currency overlay and emerging markets equity programmes, is pleased to announce the appointment of Adam Reynolds as CEO Asia, a newly created position.

In this role, Mr Reynolds will oversee the firm's business in Asia and help grow relationships with existing and prospective clients.

Peter Henricks, Chief Executive of the Cambridge Strategy, said, "We're keen for Adam to join us to look after our business in Asia and help grow it. We have been encountering increased interest in our emerging markets currency, equity and debt capabilities among Asian institutional investors; and we now feel it is timely to appointment an individual of Adam's calibre to lead the firm's efforts going forward."

Mr Reynolds joins the Cambridge Strategy from Société Générale in Asia, where we was a co-head of fixed income and currencies. Mr. Reynolds joined Société Générale in July 2009, previously, he was the European head of global currencies flow sales with Merrill Lynch.

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.