



ZEDRA EXPANDS IN ASIA WITH NEW HONG KONG OFFICE

5 APRIL 2016: ZEDRA, the global independent specialist in trust, fiduciary, corporate and fund services, announces today the opening of a new office in Hong Kong.

The move follows ZEDRA's launch in January 2016 following its acquisition from Barclays Bank, and this new office opening underlines its expansion aspirations in Asia. As well as a full range of company formation and management services, ZEDRA will offer comprehensive advisory, trustee and outsourcing services in Hong Kong, including trade, treasury, payroll and accounting services.

The office will be led by Managing Director, John Ashwood, supported by Executive Director, Mandy Cheng, and the Group's Hong Kong presence will address the growing and increasingly diverse wealth management needs of clients in Hong Kong, mainland China and across Asia. In providing ZEDRA's client base with a platform for investment and trading activities in Asia, it enables the Group to offer access to Hong Kong's world-class financial and professional services infrastructure, underpinned by a regulatory framework that supports the development of a broader range of trust and fiduciary services. The office will strengthen ZEDRA's existing Asia-Pacific team operating from Singapore.

Niels Nielsen, Group Chief Executive Officer of ZEDRA, commented:

"Building our operations in Hong Kong represents the next phase of our ambitious expansion plans for the company, building on the strong momentum we have maintained during the first quarter of 2016. Hong Kong is a crucial global financial centre and our office there will enable the delivery of an ever-expanding range of private client and corporate services, both locally and to the international client base. John Ashwood and the team bring to the company a wealth of experience in our sector and are ideally placed to strengthen and grow our offering in this most dynamic of markets."

John Ashwood, Managing Director of ZEDRA in Hong Kong, added:

"We are very excited to be joining ZEDRA. It carries with it a long and respected history now coupled with the vision and dynamic culture of its new owners and highly experienced management team. This is the perfect time for the Group to be opening in Hong Kong, where client needs for bespoke and professional corporate and trustee services are only going to continue to grow. Our team is greatly looking forward to bringing the highest levels of service to the Hong Kong market, which we expect should fuel our rapid expansion, and be the ultimate measure of our success."

For further information, please visit www.zedra.com

Enquiries

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**About ZEDRA**

ZEDRA is an independent, global specialist in trust, fiduciary, corporate and fund services. The company was acquired from Barclays in January 2016 by an independent investor group, with an ambitious plan to grow the company, expanding and strengthening the services it offers to clients around the world.

Based in offices across eight key jurisdictions, its 300-strong team of industry experts is dedicated to creating and delivering bespoke solutions for clients. The business is focused on the strong commitment of an experienced team, fostering an entrepreneurial approach to delivering exceptional client services.

ZEDRA has a loyal client base of high-net-worth individuals and their families, international corporations and institutional investors. The company has the boldness and expertise to take on today's global challenges in an ever-evolving regulatory environment.

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