

**MARK HARRIS TO JOIN EDEN'S TOP FLIGHT INVESTMENT TEAM**

Mark Harris, former Head of Funds of Funds at Henderson Global Investors and New Star Asset Management takes up his appointment at Eden Financial (Eden) on Monday 12<sup>th</sup> September, 2011. He will jointly manage the company's existing multi-asset fund (CF Eden Global Multi-Strategy Fund), and play a leading role in developing Eden's client-focused, multi-asset product range.

Mark worked at New Star from 2003 to 2009 when assets under his overall management grew from £400 million to £1.2 billion. The funds for which he was responsible won an array of industry awards for performance excellence. When New Star was acquired by Henderson Group, his team of six subsequently managed over £2 billion in assets. Mark personally managed nine funds totalling £800 million and maintained his award-winning performance across a range of low to high risk mandates.

Since taking up the newly created position of Head of Asset Management at Eden earlier this year, Ed Rosengarten has focused his attention on driving the company's advance into asset management. He said:

*"From the outset my objective has been to appoint fund managers noted for their performance excellence in key investment areas. Having accomplished this, Eden now has the opportunity to build on its existing investment capabilities and introduce new core funds, wholly relevant to satisfying the needs of the retail, intermediary and institutional markets."*

*"In July, Eden announced the appointments of Leigh Himsworth and Dan Roberts, two highly respected fund managers, both with a history of delivering impressive performance in the cornerstone areas of UK equity and equity income. Today, I'm delighted to be able to add that Mark Harris will also be joining the team. He brings with him an exceptional performance record in managing multi-asset funds."*

Ed Rosengarten continued:

*"Eden's culture is wholly investment-led and client-centric and creates the optimum environment for fund managers to flourish and for investors to benefit. Mark's arrival represents an important*

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*next step as we establish a platform of excellence across the range of asset classes. We can now combine considerable knowledge and in-depth experience in equities, multi-asset, fund of funds, fixed interest and alternatives, providing us with the right breadth of skills that we set out to achieve.”*

Mark Harris commented:

*“In treacherous markets preservation of capital becomes an even greater priority for investors and their advisers. We believe that there is a significant market gap for high quality multi-asset funds at the lower end of the investment risk spectrum.”*

*“It’s clear to me that delivering performance to clients has always been at the heart of Eden’s business. This determination to align company and client interests and to provide relevant products in tune with investors’ needs presents a compelling case and an exciting opportunity. I’m really looking forward to working together with the existing multi-strategy team to extend the range of funds available and to help build Eden’s presence in the market.”*

## **ENDS**

### **For further information, please contact:**

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### **Notes to Editors:**

- **Eden:** Privately owned and based in the City of London, Eden provides investors and their advisers, independent and transparent investment management services. Clients include high net worth individuals, families, pension funds and non-profit organisations. Eden Financial Limited is authorised and regulated by the Financial Services Authority. Detailed fund and company information can be obtained from <http://www.edenfinancial.com>
- **Mark Harris:** Between 2009 and 2011 Mark was Head of Funds of Funds at Henderson Global Investors, having previously worked in a similar role at New Star Asset Management from 2003 to 2009. New Star funds were acquired by Henderson Group in April 2009.

<b>Fund</b>	<b>Number of months</b>	<b>Months with outperformance</b>	<b>Outperformance of sector as a %</b>	<b>Rank</b>
Henderson MM Active	108	65	60%	7/101
Henderson MM Managed	108	65	60%	8/112
Henderson MM Balanced	108	60	56%	20/112
Henderson MM Tactical	108	61	56%	24/184

Source: Morningstar, Mid to Mid, basic rate tax, net income re-invested, in £, 31 December 2001 to 31 December 2010

NB – Mark Harris stepped down as manager of the Managed Fund in June 2010.

### Henderson Multi-manager Active Fund track record

Source: Morningstar, (Mid to mid, basic rate tax, net income reinvested, in £, 31 December 2001 to 10 January 2011)

Year	Performance	Quartile ranking	Sector return	Difference
2002	-18.7%	1st	-21.1%	2.4%
2003	32.8%	1st	20.0%	12.8%
2004	11.0%	2nd	9.0%	2.0%
2005	31.9%	1st	22.8%	9.1%
2006	12.2%	2nd	9.8%	2.4%
2007	11.9%	1st	6.2%	5.7%
2008	-34.2%	4th	-26.1%	-8.1%
2009	26.7%	2nd	23.8%	2.9%
2010	16.8%	2nd	14.7%	2.1%
2002 to date	93.5%	1st	72.2%	21.3%

- **Ed Rosengarten:** Ed joined Eden in February 2011, taking up the newly created position of Head of Asset Management. He was charged with the responsibilities of driving Eden's advance into asset management and developing its already successful private client business.

He previously spent eighteen years at M&G, taking over as Chief Executive of Equities in 2001. His responsibilities subsequently extended to include retail fixed income in 2005 and multi-asset investing in 2007. Over this period M&G was re-established as one of the UK's leading asset management firms

- **CF Eden Global Multi-Strategy Fund**

The fund objective is to provide investors with consistent long term capital growth and income by investing across a carefully selected portfolio of investment funds, exchange traded funds (ETFs) and direct securities. The portfolio managers use a structured asset allocation framework to ensure a high level of diversification.

- **Chris Jaques:** Chris is the joint fund manager of CF Eden Global Multi-Strategy Fund and has spent more than twenty years working in financial markets, assuming the role of manager of the CF Eden Global Multi-Strategy Fund in 2009. He possesses an in-depth knowledge of multi-asset investing with a focus on macro-themes, fixed income and alternatives. He has both buy and sell-side experience and has been significantly involved in managing portfolios for private clients. Bijon Pani, who has been with Eden since June 2010, makes up the team.

Launch date	-	1 <sup>st</sup> May 2008
Fund size	-	£66.6 million
Fund type	-	OEIC, UCITS Scheme
ACD	-	Capita Financial Managers Limited
Sector	-	IMA Cautious Managed
Currency	-	£ sterling
Pricing	-	NAV calculated daily at 8:30am London
TER	-	1.99% as at 31 <sup>st</sup> March 2011
Yield	-	1.08 %
Initial charge	-	Maximum 5%
Annual management charge	-	1.5% per annum

Minimum investment	-	£5,000 and £1,000 thereafter
Share classes	-	Accumulation and income
Products	-	Eligible for ISAs and SIPPs
Ex dividend dates	-	Final 30 <sup>th</sup> September Interim 31 <sup>st</sup> March
Distribution dates	-	Final 30 <sup>th</sup> November Interim 31 <sup>st</sup> May
Platform availability	-	Currently available on Transact
For fund codes, please visit	-	<a href="http://www.edenfinancial.com/amfunds.htm">http://www.edenfinancial.com/amfunds.htm</a>

### **Eden Global Multi Strategy Fund performance**

Source: Trustnet (12 and 24 months to 5<sup>th</sup> September 2011)

- 1yr - 45th (out of 163 funds in the sector), 2<sup>nd</sup> quartile, +3.6% (av. IMA Cautious Managed +2.5%)
- 2yr - 24th (163 funds in the sector), 1<sup>st</sup> quartile, +16.4% (av. IMA Cautious Managed +12.3%)
- Since launch – 1<sup>st</sup> May 2008 –0.83%