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Market take up of Millenium Associates CATCH® programme proceeding smoothly.

In response to press enquiries, a spokesperson for Millenium Associates confirmed that the industry wide and nationwide programme known as CATCH® is progressing according to plan with take up at a healthy level.

The programme, which is confidential to its member participants in the four private banking centres of Switzerland, Liechtenstein, Luxembourg and Monaco as well as the UK and other onshore centres surrounding these private banking centres, enables the client friendly transfer of private banking clients within each centre emanating from market resegmentation initiatives of the participating institutions. The programme also supports those institutions looking to expedite flows to the onshore markets due to repatriation of declared assets.

The spokesperson added that the number of participants and their activity levels are expected to continue to grow over the coming months given the participant and client friendly methodology provided through the programme that enables an orderly and profitable resegmentation process. Furthermore, based on input from the majority of participants, their differing market segment focus fosters the two way matching as the global resegmentation priorities of each institution is not identical.

It is estimated that the base AuM of the underlying participant banks shall substantially exceed the aggregate of five hundred billion AuM already observed, allowing for a healthy take up of exiting segments given the diverse segmentation strategies of current and future participants.

MilleniumAssociates as the independent and unconflicted provider of this unique industry service, launched the CATCH® programme in Q1 2014 for a limited duration of up to three years, by which time the majority of resegmentation and repatriation is anticipated to have occurred, added the spokesperson.



Note to Editors

About CATCH®

CATCH® is an industry-wide client by client solution for the referral and transfer of clients among private banks and wealth managers as they resegment their markets and client focus areas. MilleniumAssociates AG, which exclusively owns the intellectual property underlying the programme, launched the service in Q1 2014, which is referred to by its registered trademark CATCH® (<Client Asset Transfer Switzerland>).

Participants are domestic and international private banks or wealth managers which are seeking to either exit from certain existing client relationships, segments or markets or alternatively grow certain client segments, or as in many cases, both. Participants may be based in, amongst others, in Switzerland, Liechtenstein, Luxembourg and Monaco as well as the onshore centres surrounding these private banking centres including the UK.

Each CATCH® participant signs up to exit/receive clients according to their confidential segmentation criteria and only when matches occur will MilleniumAssociates connect the relevant participants. Following their prior consent, clients go on to be transferred between the participants directly without any confidential or private client data entering the system at all thus respecting client confidentially, banking secrecy and KYC and compliance procedures.

The CATCH® system, which discourages the flows of undeclared assets, will run as an ongoing programme whilst all the key private banking centres experience significant market and client resegmentation, and is anticipated to close by the end of 2016.

About MilleniumAssociates:

MilleniumAssociates AG is an independent international M&A and Corporate Finance Advisory firm based in Switzerland and the UK. Founded in 2000 and owned by its partners and management, the firm originally focused on M&A advisory firm specialising in mergers and acquisitions and strategy consulting for the financial services industry, with a particular emphasis and experience in the global wealth and asset management, fund management, alternative investment management and securities brokerage sectors. In recent years the firm has built on this M&A expertise and experience and established an additional Corporate and Entrepreneurs Practice in order to extend its M&A services to corporates and entrepreneurial business owners globally.

For further information see under www.MilleniumAssociates.com

Millenium Associates AG was named as Independent M&A Advisory Firm and Global Financial Services M&A Advisor of the Year in Corporate Livewire's Global Awards 2014.

Millenium Associates AG is a member of the Swiss Private Equity & Corporate Finance Association (SECA)

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