

GUERNSEY FINANCE APPOINTS NEW STRATEGIC ADVISOR

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Guernsey Finance has strengthened its Strategy & Technical team, appointing Henry Freeman as Strategic Advisor.

Henry started his role towards the end of 2021 and will work alongside the promotional agency's Strategy & Technical team, Executive team, and the Board of Guernsey Finance, assisting with high level strategic matters.

He has held several senior and board level roles over a 20-year career in investment banking, fund management and fintech in London and the Channel Islands.

"I am delighted to be joining the team at Guernsey Finance," Henry said. "The agency has exciting plans across various sectors of Guernsey's world-class finance industry and I look forward to helping shape what those plans will look like and how we will deliver them."

In addition to his new role with Guernsey Finance, Henry provides Non-Executive Director and advisory services to investment managers and funds. He is leading a mission with the Guernsey Investment & Funds Association (GIFA) to bring investment education into schools.

Henry has also recently been appointed as an independent member of the new States Investment Board by the States of Guernsey's Policy & Resources Committee, helping to provide independent investment expertise and governance to all States funds, monitoring investment strategy and performances.

Guernsey Finance Chief Executive Rupert Pleasant was excited to bring in someone of Henry's experience to the team:

"Henry is a well-known and respected practitioner in Guernsey; he brings a wealth of knowledge in a number of fields and his practical industry insight will be invaluable. The fact that he has also recently been appointed to a role on a new and important board by the States' shows how highly regarded he is in the island, and we look forward to benefitting from his knowledge and international contact base."

WE ARE GUERNSEY is the brand under which Guernsey Finance promotes the island's financial services sector internationally. Guernsey Finance - the promotional agency for the island's finance industry internationally - is a joint industry and Government initiative responsible for the promotion of Guernsey. Under the leadership of Chief Executive Rupert Pleasant, the agency ensures that the core values and competencies of the island's finance sector are accepted and respected by the global community and that financial business development flows are enhanced. Registered Office: Guernsey Finance, Somers House, Rue du Pre, St Peter Port, Guernsey GY1 1LU Company registration number: 38776

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