

APPLEBY FIDUCIARY BUSINESS REBRANDS AS ESTERA

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Appleby Fiduciary Business has changed its name to Estera following its successful management buyout in December 2015.

The new name for the company, which separated from its parent law firm Appleby, was inspired by an internal staff competition.

The global corporate, trust, funds and accounting services company, which employs around 350 staff across 10 jurisdictions, including Guernsey, will continue to be led by Chief Executive Farah Ballands. Estera's independence will enable the company to chart new markets and territories as part of its ambitious growth strategy, which includes plans to grow its four core service lines.

"We are delighted and proud to launch Estera and have the opportunity to build on the strong heritage and culture that we have developed over the past 25 years. Our new brand and independence provides a solid platform for growth, including strategic investment to align our systems and procedures to deliver a consistently high quality service to our clients," said Mrs Ballands.

"Our rebrand presents a significant opportunity to build on the strong reputation we have already achieved in the Channel Islands. The growth plans for our business will focus on the alignment of our people, clients and jurisdictions to provide a standard of service that sets us apart."

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 Dominic Wheatley, 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.

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