



Consciously Independent.

Your partner of choice for trusts, funds and pensions.



FAIRWAY
GROUP



- Fairway Group's drive and passion to do the right thing for the benefit of our clients is reflected by
- the Koi. Hardy and adaptable, Koi grow to suit their environment. The embodiment of good fortune,
- longevity and prosperity, a symbol of strength, courage, bravery, perseverance and challenging the
- status quo demonstrates our ability to be your partner of choice for trusts, funds and pensions.

**At Fairway Group, we put our clients first.
As an independent, owner-managed fiduciary
group offering trust, fund and pension
services, we are able to provide continuity to
every client through a director-led, dedicated
team and a proactive and nimble service.
We can be trusted to get it right every time.**

Our client retention rate is testament to the strength of our offering, authenticity of the unrivalled service we aim for and the energy that we invest in our relationships.

We take great pride in providing our clients with innovative solutions backed by administrative and technical excellence across our offering whether that be to reach retirement goals, for succession planning, to maximise returns or to protect and enhance assets.

As a Jersey headquartered business, our clients can be assured of the reliability, political and economic stability and comprehensive regulatory and legal framework which has kept Jersey at the forefront of global finance for over 50 years.

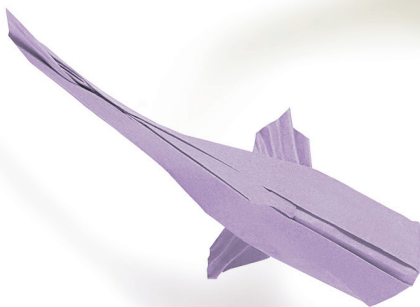
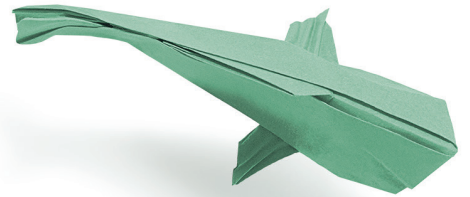
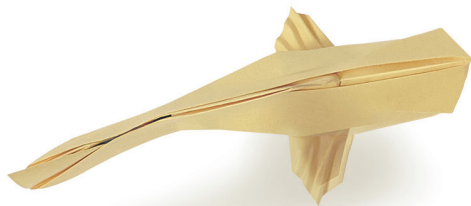
All of this enables us to be your partner of choice. We are consciously independent.



Key Services

Trust & Corporate

We are a boutique provider of trust, foundation, corporate administration, family office and Managed Trust Company (MTC) services with a personal touch. We specialise in providing solutions to high net worth individuals and corporate clients with offshore structuring requirements. We have a highly qualified team with a diversity of experience in terms of both asset class and jurisdictions.



Fund Administration

We conduct a broad range of fund administration services, including the provision of directors, company secretarial, compliance, accounting and investor reporting. We also provide a trustee service and are market leaders in the provision of Manager of Managed Entity (MoME) services for Jersey regulated fund and managed entity operations. The team have extensive fund administration and accounting experience across a wide range of asset classes and we offer a wide variety of funds including private funds, expert and open ended structures.



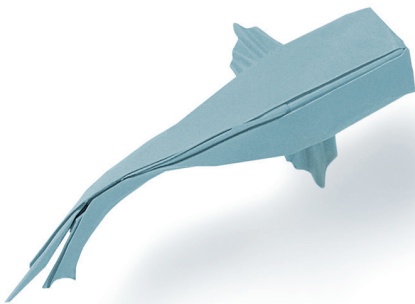
Pension & Employee Benefits

Fairway Group is the leading provider of pension trustee and ancillary services. Working closely with local regulators and government since 2003, our technical excellence has led the jurisdiction's development of legislation, permitting us to be at the forefront of product development. Our leadership and innovation in this sector is unparalleled.



Accountancy

In conjunction with our sister accountancy firm, Bracken Rothwell Limited, we have a team of qualified Chartered Accountants available for all relevant trust and pension tax structuring requirements.



Marine & Aviation

Working closely with tax and financial advisers, along with aviation and yachting professionals, we provide professional, administrative expertise in the establishment of appropriate structures to hold and operate yachts or aircraft, whether for private or commercial operation.

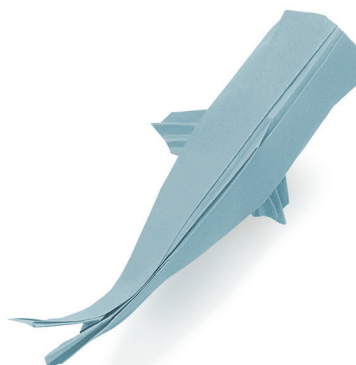
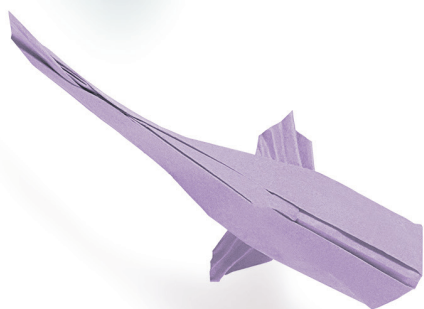
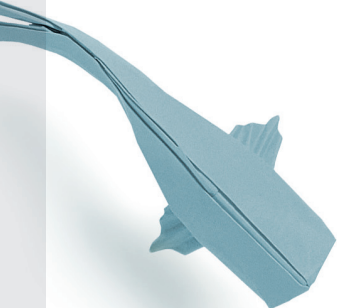
Why Fairway Group ?

Our independence and structure allows us to take a long-term, client-centric approach to the way in which we do business. Without the pressures of private equity backing and the costs of being publicly traded, our clients are at the heart of our decision making.

We take pride in our quality of service and getting things right first time. Our team is tailored according to each client's needs thereby ensuring seamless delivery of a flawless service.

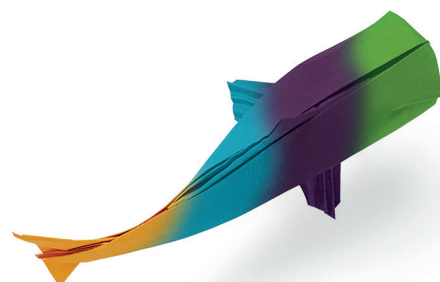
As an owner-manager and director-led business, we foster a proactive, entrepreneurial, high-performance culture. We encourage our staff to challenge the status quo thereby striving to constantly drive improvements to how we do business and the way in which we manage our relationships.

With a breadth and depth of industry-leading experience, Fairway Group is equipped with the skills-based resources to cater for a broad range of structures from niche to mainstream. Where clients require additional international expertise, our PrimeGlobal membership gives us access to over 300 independent member firms across approximately 80 countries, ensuring assistance is always at hand.



Why Jersey ?

Jersey is one of the world's leading International Finance Centres. Reliability, political and economic stability, and a globally recognised regulatory framework have kept Jersey at the forefront of global finance for over 50 years.



Jersey's regulatory system is globally respected and acknowledged by independent assessments from some of the world's leading bodies including the Organisation for Economic Co-operation and Development (OECD), Worldbank and the International Monetary Fund (IMF).

Jersey's government is pro-business and pro-finance working with businesses and governments to encourage clear, forward-thinking investment that supports wealth creation worldwide. The finance industry is the largest employer of local talent and a key contributor to GDP.

Jersey is a global leader in transparency and combating financial crime. As an early adopter of the Common Reporting Standard and operating a central register of beneficial ownership that meets international standards, to share information with global tax authorities, Jersey is ahead of the curve with others looking to the Jersey model.

Jersey benefits from political and economic stability through its unique constitutional position as a Crown Dependency. This, combined with our regulatory responsiveness and proactivity, allows Jersey to position itself to benefit from global geopolitical developments.

Jersey offers a tax neutral environment which enables investors and businesses to work efficiently and transparently, while making sure that tax liabilities are paid wherever they are due.

Jersey has cutting-edge technology infrastructure. With world-class technology solutions, meeting international ISO/IEC 27001: 2013 standards, Jersey benefits from comprehensive disaster recovery options, large data centres and gigabit connectivity. Jersey's technology provides peace of mind to clients and confidence in the efficiencies it produces.

Source: Jersey Finance Limited

Meet our Leaders



Fairway Group foster a leader-led, team focussed, entrepreneurial culture to become the partner of choice for tailored trust, fund and pension solutions.

Your dedicated client team will be director-led and provide a proactive and nimble service, striving to get it right first time and every time.

Alistair Rothwell FCA CHAIRMAN

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Alistair is the Chairman, co-founder and a shareholder of Fairway Group and has been working within the offshore finance industry since 1992.

He sits on the board of a number of real estate and private equity funds. He is also a director of the managed trust and fund services businesses of Fairway Group, which includes Emirates NBD Trust Company (Jersey) Limited, SS&C Jersey Limited and Apex Fund Services (Jersey) Limited.

Alistair's current fund engagements include very private and COBO-only type structures through to expert and non-domiciled materially equivalent expert funds, acting in the capacity of fund director or director of the managing trustee or general partner.

Through the combination of fund directorship appointments and responsibilities to the managed trust and fund services businesses, Alistair has gained significant experience across a broad range of asset classes, including real estate and private equity / venture capital investments, securitisation products and distressed debt.

Alistair also provides non-executive director services to a number of client structures.

He is a Fellow of the Institute of Chartered Accountants in England and Wales (ICAEW).





Louise Bracken-Smith FCA, Dip (ITM), TEP
CHIEF EXECUTIVE OFFICER

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E l.brackensmith@fairwaygroup.com

Louise Bracken-Smith is the Chief Executive Officer, co-founder and a shareholder of Fairway Group and has been working within the offshore finance industry since 1993.

Her responsibilities include the business development and overall strategy of Fairway Group and she specialises in providing services to private and corporate clients.

Louise sits on the boards of the group managed trust and fund services businesses, which include Emirates NBD Trust Company (Jersey) Limited (a subsidiary of Emirates NBD Bank PJSC).

Through the combination of fund directorship appointments and responsibilities to the managed trust and fund services businesses, Louise has significant experience of a broad range of asset classes, including real estate and private equity / venture capital investments.

She is a Fellow of the Institute of Chartered Accountants in England and Wales (ICAEW) and is also a member of the Society of Trust and Estate Practitioners (STEP), holding a Diploma in International Trust Management.



Peter Culnane CFP, Chartered MCSI
DIRECTOR & HEAD OF PENSIONS

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Peter is the Director and Head of Pensions for Fairway's pension and employee benefits business and has been working in the offshore finance industry since 1997.

Throughout his career, he has accumulated substantial experience within the UK, Jersey and international pension arenas. His background in investment management, international financial planning and as a pension trustee are the ideal foundations to his leading role.

Peter's expertise spans the personal and corporate pension markets, including the structuring of multi-jurisdictional pension schemes and international pension transfers.

In 2003, Peter became the first Certified Financial Planner in the Channel Islands and he has also represented both the domestic and international pension industry in Jersey as a key member of numerous working groups responsible for advising the States of Jersey in relation to legislative change.

Peter is a Chartered Member of the Chartered Institute for Securities and Investment (CISI) and is a Certified Financial Planner.

Client Charter

Our client charter consists of an overarching client promise, underpinned by six commitments which shape everything that we do.

We promise our clients that we will focus on their needs and the best solutions for the protection and enhancement of their own and their stakeholders' wealth.

Client Commitments

We promise to:

- 1** Provide a proactive and tailored service to meet the needs of our clients.
- 2** Find ways of adding value to our clients' ventures and provide support and guidance to achieve their goals.
- 3** Be genuine, honest and transparent in all communications and welcome feedback from our clients to help us strive to deliver the best possible service.
- 4** Provide a solution-driven, nimble and adaptable service to all clients.
- 5** Provide a consistent, director-led service for clients, putting them first.
- 6** Be a low-maintenance partner of choice and ensure that we stay one step ahead of our clients' expectations.

Let's start a discussion...

If you would like to find out more about us and how we can help, please get in touch:

T +44 (0)1534 511700

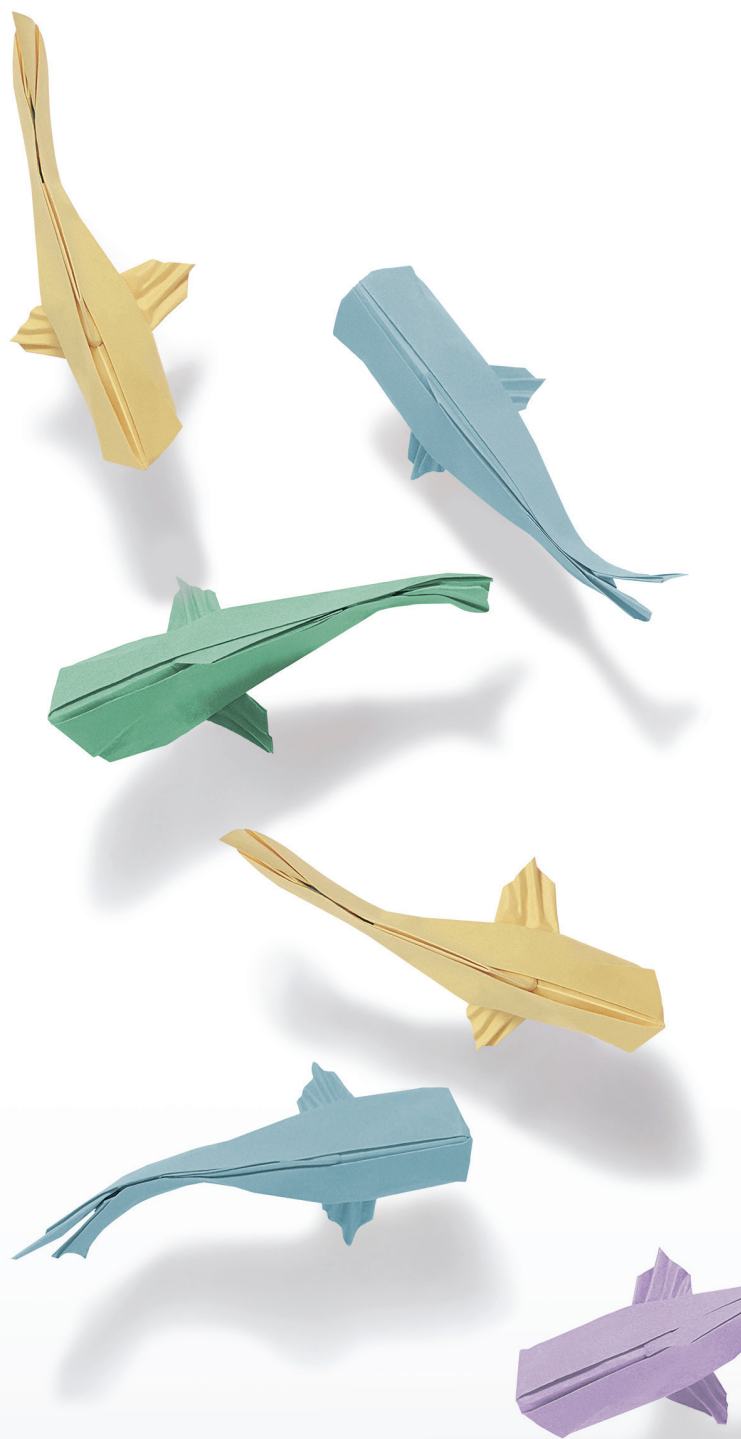
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