

# Mayfair 101

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## Mayfair 101 appointments will help drive Mayfair Platinum investment growth

Mayfair 101, the investment and corporate advisory group, expects that two new major international appointments will benefit investors in the recent launch of the Mayfair Platinum brand.

The appointments of Mark Cliffe, chief economist at ING Bank, and Kirsty Rutter, former head of Innovation at Barclays Bank, to the Mayfair 101 Advisory Board will help steer the business on behalf of investors.

### Investors seek alternatives

This comes at a time when investors are increasingly seeking cash and non-bank alternatives driven by low-interest rates and resulting low investment returns.

Mayfair 101 managing director James Mawhinney said Mayfair Platinum catered to a fuller suite of investment requirements including cash alternatives and growth products over time.

"Mayfair Platinum provides investors exclusive access to investment opportunities often reserved for family offices, investment banks, stockbrokers, who generally get access to deals first and then take the best for themselves, which is a real problem in the industry.

"We are giving investors the opportunity to gain exposure to companies we are already significant shareholders in and which we have typically curated or developed the business over time."

### Appointments will enhance track record

Mawhinney said the appointments of Mark Cliffe and Kirsty Rutter would enhance the group's proven track record of providing a solid investment opportunity for those seeking a higher yield.

Mayfair Platinum offers high net worth wholesale investors the ability to gain exposure to companies that the group works closely with, which makes outcomes more manageable, predictable and profitable.

At the very least, Mayfair 101 has generally been intimately involved with these companies for at least a couple of years and has a significant amount of its money invested in them.

### Duo will provide strategic advice

The MD said the advisory board appointments would assist the group in developing its existing investments and, importantly, help it source further investment opportunities.

## Share Information

**Code:** MAYF

**Listing:** PRIVATE-UK

**Sector:** Financial Services

**Website:** [www.mayfair101.com](http://www.mayfair101.com)

### Company Synopsis:

*An International Investment & Corporate Advisory Group*

*Mayfair 101 is an international, privately owned investment and corporate advisory group that thrives on helping companies reach their full potential whilst providing consistent investor returns.*

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The duo will provide valuable strategic advice to the group as it continues to grow its internationally focused assets.

"Investors know we have to make that investment work because we have our own money in it and our own resources that have been applied to it.

"The appointment of two leading financial experts to the advisory board is a powerful signal to validate the innovative approaches Mayfair 101 is taking to create value for its investors.

"We are particularly excited about this additional strategic depth as it provides our portfolio companies with access to world-class talent to assist with the group's growth objectives," he added.

Cliffe has more than 35 years' experience in the financial services industry, leading research teams analysing the global economy and markets, and since 1998 has been at ING Group, having previously headed teams at HSBC, Nomura and ANZ.

Rutter has spent more than 20 years in financial services in roles spanning finance, strategy, risk, data and technology at five different Top Tier financial institutions.

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