

**Alceda appoints Manuela Fröhlich as Head of Global Fund Sales in new London office**

Luxembourg, 07.09.2011.

Luxembourg-based Alceda Fund Management S.A. today announced the appointment of Manuela Fröhlich as Head of Global Fund Sales. She will take up the position on 1<sup>st</sup> October 2011.

Based in the newly opened St. James's Street, London office, Manuela Fröhlich will be responsible for developing the international third party distribution for mutual funds on the Alceda UCITS Platform (AUP), which enables fund and asset managers to structure their investment strategies in a UCITS format. The new international distribution capability further enhances the AUP's already comprehensive suite of services and represents a key competitive advantage compared to other platforms.

Prior to joining Alceda, Ms. Fröhlich headed up Global Wholesale at F&C Asset Management, a position that she left in November 2010 at her own request.

During her 10 years at F&C, Manuela Fröhlich played a key role in developing the German and international sales support and later the global wholesale activities. Before that she worked for HypoVereinbank for over 10 years, in various positions, branch manager and product manager investment funds being the latest.

Fröhlich commented:

"After an enjoyable ten month break, I am excited to return to the financial industry and to join such a market-leading independent structuring house. Alceda's innovative business concept and attractive product solutions are the key drivers behind my decision to work for this dynamic and growing company. Expanding Alceda's distribution capability internationally is an exciting task, which I greatly look forward to."

Michael Sanders, CEO of Alceda added: "Ms. Fröhlich has significant industry experience and extensive expertise in the fund industry. We are delighted to have her on board."

ENDS

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### **Background**

Alceda Fund Management S.A is a CSSF regulated, leading independent structuring specialist with 6.7 bn USD under administration. Launched in 2007, Alceda Fund Management S.A is a 100 % subsidiary of the Aquila Group. Based in Luxembourg, Alceda Fund Management's dedicated and experienced team of over 55 specialists across Legal, Execution, Risk Management and Investment Controlling, Alceda Fund Management S.A. has structured a broad range of investment solutions for institutional investors worldwide.