



## PRESS RELEASE

### Stonehage Fleming Family & Partners rebrands as Stonehage Fleming

- *News follows merger announcement in November 2014*
- *Stonehage Fleming is one of the world's leading independently owned family offices and the largest in Europe, Middle East and Africa (EMEA)*

**London, 9<sup>th</sup> September 2015** – Stonehage Fleming Family & Partners (“the Group”), incorporating leading family offices Stonehage and Fleming Family & Partners, announces that from today the Group is rebranding and will be known as Stonehage Fleming.

Stonehage Fleming advises on over \$40 billion of assets on behalf of around 250 families. The Group has combined revenues of approximately \$160 million and employs over 500 staff globally. This exciting move sees 13 offices across 8 countries take up the new brand, which establishes the Group as “The International Family Office.”

This positioning reflects the fact that the Group has much greater scale than other independently owned family offices in the EMEA region, with all round expertise and delivery capability to serve the growing market of international families, with complex assets spread across different jurisdictions.

Stonehage Fleming draws on an unrivalled pool of practical experience in dealing with the affairs of wealthy international families, enabling a truly integrated and innovative approach, which goes far beyond conventional wealth management. The Group provides an exceptional range of services, from long-term strategic planning, investment management and corporate finance, to day-to-day legal advice and administration, covering all aspects of family wealth, including commercial business interests. This approach to wealth management has been developed through decades of experience responding to the needs of international families in particular the demands of successfully transferring complex assets to the next generation.

**Giuseppe Ciucci, Group CEO of Stonehage Fleming, said:** “We have made significant progress in bringing the two businesses together since the merger was finalised in January this year. We have been able to increase greatly the range of services available to clients of each firm, and this has resulted in a number of signature wins and new assets under management for our substantial investment business. We also combined our London premises within three months, accelerating the process of integration for our high quality teams.

“The move to single corporate identity is an important milestone and the culmination of a lot of work to represent the heritage of the combined firm, as well as the extensive capabilities and ambition of Stonehage Fleming.

“The brand positions Stonehage Fleming as pioneers of the international family office. This draws on our unrivalled experience and range of intergenerational wealth management services.

“We strive to set new standards of excellence for the wealth management industry and we draw particular inspiration from our clients who have created business opportunities where competitors



failed to keep pace with changing customer needs. Unlike most wealth managers, we advise on the full spectrum of a family's commercial interests, as well as their liquid investments, real estate and lifestyle assets.

"The response we have received to the merger from our clients, business partners and colleagues has been overwhelmingly positive, and it is with great pleasure that we formally announce the launch of the unified Stonehage Fleming brand."

The international family office also today unveils its new logo, corporate brochure and website [www.stonehagefleming.com](http://www.stonehagefleming.com).

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**Notes to Editors**

**About Stonehage Fleming**

Stonehage Fleming is one of the world's leading independently owned family offices and the largest in Europe, Middle East and Africa (EMEA), as measured by its breadth of services, geographic reach and by assets under management, advice and administration.

Stonehage Fleming provides a range of services from long-term strategic planning and investments to day-to-day advice and administration to over 250 families of wealth. The Group advises on over \$40 billion of assets and includes an investment business with more than \$11 billion under management for families and charities.

Stonehage Fleming is majority owned by management and staff. The Group employs over 500 people in 13 offices in 8 jurisdictions around the world.