

Immediate release

FPI SPONSORS FIRST TEAM TO REACH NORTH POLE IN 2007

Wealth manager continues to support grassroots charities

[HONG KONG, 27 April 2007] Financial Partners International (FPI) continues its philanthropic quest with the sponsorship of Dubai-based adventurer Adrian Hayes on his expedition to the North Pole all the way by foot to raise money for the Children's Hope Foundation and Leukaemia Support Group fund.

The Dubai-based explorer Adrian Hayes has successfully arrived at the North Pole. Hayes and his team-mates, Iain Morpeth and polar expert Richard Weber, have withstood the most extreme arctic conditions before finally arriving at their destination. Conquering miles of icy terrain by foot, his determination has paid off.

Setting out for the 775km walk and ski to the North Pole from the Canadian Arctic coastline on 7 March, Adrian's team is the only team to have completed the *North Pole all the way expedition* so far in 2007 – they now become part of a very exclusive club, as only 120 people in 90 years have ever reached the North Pole by snowshoe and ski and no one from the Middle East and Africa region has ever achieved the feat.

Adrian has accomplished what very few have and will continue in his quest to conquer the third and final goal – the South Pole. "I am absolutely, totally, utterly exhausted but relieved and elated. It has been a hard and brutal 50 days," says Adrian.

Having conquered Mount Everest (sometimes known as Earth's third pole) last year, and now one of the very few people who have reached the North Pole by foot, Adrian is two-thirds of the way to fulfilling his ultimate goal of becoming the 17th person and 2nd Briton to reach the 3 poles of the Earth.

"We're extremely pleased for Adrian – he has once again shown us the value of focus and commitment, and we are honoured to be associated with his achievement and cause," says FPI Chairman Sean Kelleher.

In addition to sharing Hayes' passion for global challenges, FPI shares his vision of helping those in need. "FPI is fundamentally a people business and our philanthropic intent mirrors this focus," says FPI CEO Jason Blick. "We want to do work at a grassroots level, directly supporting groups that really need our help."

The sponsorship deal is part of what Blick says is FPI's moral obligation to give back to the community. "FPI aims to commit 5% of profit or billable time to charity," says Blick. "As a company that helps corporations and individuals achieve their personal and financial goals, we intend to use our resources to help those less fortunate do the same."

The expedition was made possible through generous sponsorship from Renaissance Services of Oman, Emirates Bank and Financial Partners International, and supporting companies Emirates Airlines, Rolls Royce plc, Iridium Satellite, EAS and Momentum Dubai.

From his endeavour, Adrian aims to raise funds for the Children's Hope Foundation and Leukaemia Support Group fund. He hopes to consequently influence others to back these causes that currently have very little profile or support. <http://www.justgiving.com/adrianhayes>

For Adrian's log and pictures from the expedition, visit www.adrianhayes.com

For more information on Financial Partners International, visit www.financial-partners.biz

High res photos are available on request.



North Pole Adventurer Adrian Hayes



Adrian Hayes (right) with his team



Adventurer Adrian Hayes

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Company profile

Financial Partners International (FPI), one of the largest offshore financial services companies in the Middle East and Asia-Pacific region, was formed in June 2002 following the merger of six well-established independent financial advisers and wealth managers. FPI went on to further strengthen its position in offshore services with its licensing in Australia. In May 2006, FPI expanded its global capabilities through a joint venture with Padmakshi Ltd. in India, forming FPI-Padmakshi and opening two offices.

FPI is a leading-edge provider of integrated balance sheet management services, with more than 100 qualified advisers, of which 15 are wealth managers, delivering client-driven financial planning and wealth management solutions. To achieve this international standard of service, FPI has built an integrated business, providing retirement planning, wealth creation, trust advice, tax efficiency and estate planning, and investment advice including property and alternative investments.

FPI has offices in Bali, Bangkok, Dubai, Hong Kong, Jakarta, Kuala Lumpur, Mumbai, Shanghai and Tokyo.