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Sanford DeLand appoints Alex Brotherston as Chief Executive Officer
Previously Sales Director at Franklin Templeton

Sanford DeLand Asset Management (SDL), the multiple award winning investment boutique specialising in Business Perspective Investing*, is pleased to announce the appointment of Alex Brotherston as Chief Executive Officer (CEO), with effect from 1st April 2019.

SDL is home to the [UK Buffettology Fund](#), managed by Keith Ashworth-Lord and the [Free Spirit Fund](#) managed by Rosemary Banyard.

Mr Brotherston spent 15 years at Rensburg Fund Management, latterly as joint CEO in which time AUM grew substantially. When the firm was acquired by Franklin Templeton in 2011 Alex took over as Director of the UK Retail Sales team.

Alex Brotherston, CEO of Sanford DeLand Asset Management commented:

"I look forward to driving the future development of the business and the execution of our corporate strategy, building on the hard work and momentum Keith and the team have already put into growing the business. The growing importance of boutique asset managers is a key trend in the industry; the advantages and investment edge of smaller firms is now widely recognised. I am excited to be joining at this time as I believe SDL is well placed to meet this demand in the market by continuing to provide exceptional service and performance for its clients and investors."

Keith Ashworth-Lord, Founder & Chief Investment Officer, Sanford DeLand Asset Management:

"We are steadily building out SDL. Now is the appropriate time for me to concentrate all my energy on managing the Buffettology Fund and the investment side of the business. I am delighted to have someone of the calibre of Alex to take the lead on operations and strategy. His appointment as CEO is a milestone in our development."

Rex Orton, Chairman of Sanford DeLand Asset Management added:

"I extend a warm welcome to Alex and look forward to working closely with him and the rest of the board to develop and implement our plan for the future of SDL."

NOTES TO EDITORS:

Sanford DeLand Asset Management

Sanford DeLand Asset Management (SDL) was established in March 2010 and manages the UK Buffettology Fund and the Free Spirit Fund. The directors of SDL are Keith Ashworth-Lord (Chief Investment Officer), Rosemary Banyard (Investment Director), Rex Orton (Board Chairman) and John Eckersley (Non-Executive Director). Unlike many asset management firms, much of the share capital of SDL is owned by the directors of the business.

*Sanford DeLand manages its Funds according to the philosophy of Business Perspective Investing, widely acknowledged as one of the most successful long term investment strategies associated, in particular, with Warren Buffett and other disciples of Benjamin Graham.

SDL has an association with Mary Buffett and David Clark, authors of the seminal 'Buffettology' series of investment books about Warren Buffett's investment style.

Building long term value for our shareholders and clients alike depends on one thing: performance. If you believe, as Business Perspective Investors do, that a share is an ownership claim on a business, then business success and investment success go hand-in-hand.

Keith Ashworth-Lord

Keith is CIO of SDL and Fund Manager of the SDL UK Buffettology Fund. Keith is a career professional with over 35 years' equity capital markets experience in investment analysis, fund management and corporate finance.

Rosemary Banyard

Rosemary is Investment Director of SDL and Fund Manager of the SDL Free Spirit Fund. Rosemary is an award-winning fund manager with over 30 years' investment experience and an impressive track record.

Rex Orton

Rex was appointed Chairman of the Sanford DeLand (SDL) board in January 2019. He has been a shareholder of SDL since foundation and an investor in the Buffettology Fund since inception.

SDL is an Appointed Representative of Castlefield Investment Partners LLP (CIP), which is authorised and regulated by the Financial Conduct Authority.

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