

Press release

5 September 2011

jonathanfry plc appoints Joanna Brown as Head of Dynamic Cash Management

[jonathanfry plc](#) has appointed Joanna Brown as Head of [Dynamic Cash Management](#), the firm's innovative actively managed cash service. Joanna joins from a senior management role at Edexcel, where she was responsible for programme management, operational delivery and change management.

David Carr, Chief Executive Officer, jonathanfry plc, said:

“Dynamic Cash Management is proving popular with UK savers, due to its ability to deliver consistently high returns in today's low interest rate environment. Joanna has a tremendous track record of delivering growth in the services sector. She joins us to lead the development of Dynamic Cash Management and to capitalise on the demand for secure, higher interest deposits from savers and their advisers. I am pleased to welcome Joanna to the team and I look forward to working with her in the future.”

Dynamic Cash Management provides investors with a safe and competitive return on their cash without the need to continuously monitor scores of accounts to achieve the best deposit rate. jonathanfry plc continuously reviews the whole of the UK savings market, choosing high interest accounts with reputable institutions, arranging the paper work, monitoring accounts and institutions and moving money when the best accounts change.

Investors in Dynamic Cash Management are typically receiving returns of 2.84% pa for instant access cash and up to 3.55% for longer term cash deposits (net of fees).

Joanna Brown, Head of Dynamic Cash Management, jonathanfry plc, says:

“Dynamic Cash Management offers huge potential for growth. I am thrilled to be joining jonathanfry at this exciting time and having the opportunity to lead the development of such an innovative service.”

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Notes to editors:

jonathanfry plc is a private wealth manager, established in 1984. We provide holistic financial planning, advisory and discretionary investment management and related services to clients and also offer a range of service modules designed for specific client needs. These include **Dynamic Cash Management**, our actively managed cash service, **OmniView**, our proprietary online client portal, our discretionary management service the **Personal Managed Portfolio** and **Integrated Investment Management** which combines our advisory and discretionary investment management services. Our multi faceted team includes experts from investment management, high net worth banking, actuarial, legal and financial planning backgrounds. jonathanfry plc operates a fee-based service. We have pioneered fee structures that are fair in relation to the value we add and fair in relation to the cost of delivering services.