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## **GREENWICH POWERS START-UPS**

- **Greenwich Capital Partners' alternative investments trump mainstream markets**
- **Expands to Melbourne**

**(Sydney, Australia, Tuesday 22 November 2016):** Greenwich Capital Partners is finishing the year with a strong performance across its alternative investments portfolio and has expanded by opening an office in Melbourne. It is increasing its direct investments, expanding its funds management platform and has an IPO on the drawing board for 2018.

Greenwich is a rapidly expanding alternative investments management firm. Its genesis was the management buyout of a family office that had been operating since 2010.

Since launching under the Greenwich Capital Partners banner in March this year, its portfolio has grown significantly. Client funds under the stewardship of Greenwich and its associates have jumped to around \$160 million.

“Greenwich has identified and executed a number of investment opportunities with significant embedded value,” says Managing Director, Jonathan Warrant. “We now want to take advantage of that success to broaden our investment strategy to offer our investors attractive alternative investment products.”

While acting in an advisory role on capital raisings, Greenwich typically looks to take a direct equity stake of its own in companies that match its rigorous investment criteria, and where it can actively promote growth in the business. It has a particular focus on emerging and disruptive players in sectors including financials, real estate services, education services, health and logistics.

It recently completed a further capital raising for the courier industry disrupter, Go People, and is currently bedding down deals with the likes of Hey You, Gigged In, Squirrel and ShopWings.

This week it is launching its first early stage venture capital limited capital fund, providing attractive tax advantages for investors.

Greenwich seeks direct equity investments that yield an annual return on capital of 20% plus. “Geopolitical instability – including the US election outcome – is driving further funds to the alternative investment segment of the market,” says Warrant. “Greenwich’s engagement in the alternatives space offers much greater upside. We have a disciplined approach to investing, and our investors are reaping the rewards.”

Greenwich has diversified its portfolio allocation to include indirect investments including real estate funds and private equity funds.

#### BACKGROUND:

- Chairman Paul Masi is a prominent figure in corporate Australia. He is also Chairman of Shaw and Partners. He was CEO of Austock Group from 2010 to 2012 and Bank of America Merrill Lynch Australia from 2006 to 2009. He also sits on the boards of Blue Sky Alternative Access Funds and Cerebral Palsy Alliance.
- Managing Director Jonathan Warrant has extensive corporate advisory and investment banking experience. He was Managing Director of Intrasia Capital from 2010. He had previously held senior roles at Grant Samuel, Southern Cross Equities, Commonwealth Bank, Macquarie Bank, Bankers Trust Australia and Ernst & Young.
- Executive Director Garry Lowrey is also a veteran of the corporate advisory and investment banking professions. He was previously Executive Director and Head of Equities at Shaw and Partners. He has also been Managing Director of Wilson HTM Investment Group and a Director in the Corporate Finance team at UBS.

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