

HFA Holdings Limited
ACN 101 585 737



12 July, 2010
ASX ANNOUNCEMENT

HFA Holdings Limited
Strategic re-positioning of Australian Subsidiary

Attached is a media release that will be issued by HFA Asset Management Limited today regarding the strategic re-positioning of that business.

ENDS



12 July, 2010

HFAAM EVOLVES TO DELIVER BROADER RANGE OF ACTIVELY-MANAGED SOLUTIONS

HFA Holdings Limited (ASX: HFA) has today announced a major re-branding of the company's Australian-based subsidiary HFA Asset Management (HFAAM) to directly reflect a strategic re-positioning of the business as a multi-asset class active funds manager.

The name change will be effective from August 1, 2010.

CERTITUDE Global Investments ("CERTITUDE") will replace the HFA Asset Management brand across the group's new product marketing and branding in Australia, while "HFA" will be retained as a sub-brand for a number of products which are currently offered under the HFA Asset Management name.

CERTITUDE will be a leading Australian-based fund manager providing simple and transparent access to some of the world's leading active investment managers.

CERTITUDE will retain HFAAM's market leading expertise in absolute returns and multi-manager products and envisages an exciting ongoing role for products sourced from its sister business in the USA, Lighthouse Partners, which is one of the largest [fund of managed accounts] providers in hedge fund products globally.

Newly-appointed CERTITUDE Chief Executive Officer Craig Mowll said the new name and brand for the Australian business had been under development since 2009 and would better reflect a new strategic direction for the operation as it moved from an exclusive multi-strategy absolute return product base to being a more comprehensive provider of active funds management solutions.

"We are in the process of expanding our product suite to complement our existing footprint in absolute returns and will in time provide access to a much broader range of single manager investments managed by some of the world's most respected active asset managers," he said.

"Changing our name to CERTITUDE Global Investments will better reflect the new open architecture model we will be delivering in the future."

CERTITUDE is in the final stages of negotiating an exclusive distribution agreement with a leading European-based asset manager which will make the manager's market-leading products available to Australian investors for the first time. The first new product is expected to be launched in Australia during a national roadshow in early August.

Mr Mowll said the new partnership would provide local investors with access to a range of hand-picked managers chosen for their ability to provide consistent and stable returns over many years as well as greater transparency and liquidity.

"The global financial crisis changed the investment landscape forever and both investors and their advisors expect greater liquidity, simpler and more easily understood products and greater transparency," he said.

"These were the key factors in choosing our new partners and we have undertaken rigorous due diligence by utilising our relationship with Lighthouse Partners, to ensure all the right boxes have been ticked."

CERTITUDE will be seeking to expand its client list beyond its traditional IFA-sourced retail investor base toward the needs of institutional and high net worth investors as well.



Mr Mowll said a broader active manager product suite will also allow the company to target a larger segment of investors' portfolios to counter-balance the recent increased exposures to passive managers in the form of index funds and Exchange Traded Funds.

"Active management encompasses a much broader range of investment options, including Absolute Return funds, equities and fixed income, which will allow us to target a much greater slice of the available investment pool," he said.

HFAAM is part of international fund manager holding company HFA Holdings Limited (ASX: HFA), which also owns US-based fund manager Lighthouse Partners. As at 31 December 2009, the HFA Group had in excess of A\$5.7 billion in assets under management.

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