

Your aspirations are our goals

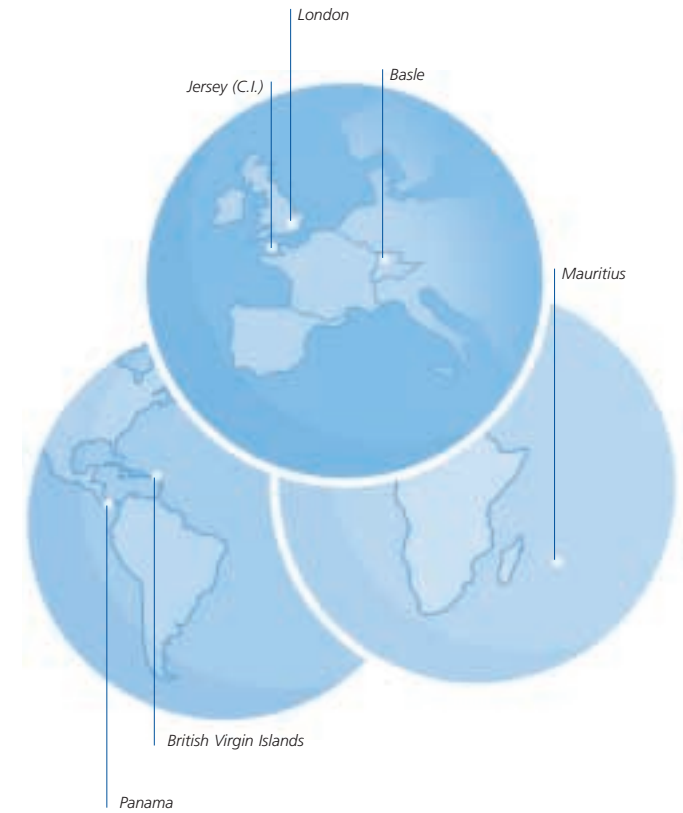


Key Group

The Key Group

The Key Group of fiduciary and service companies all share the same purpose: to consistently provide ultra high-net worth families - and the professionals who advise them - with financial services of the highest integrity and repute.

Our business presence in a number of international finance centres extends our service to private clients seeking asset holding, administration and succession planning in appropriate jurisdictions. We specialise in organising optimal structures for private wealth management.



Serve clients well and success will follow

*Our assets are our people, our pride is professional quality,
our heart is integrity and honesty, your aspirations are our goals*

The Key Group



Our Board of Directors

Oversight and leadership of a fiduciary business demands the highest ethical and professional standards.

Our board's seniority and experience reflect the individual skills and technical knowledge that we collectively bring to the strategy, performance, management and services of each Key business.

Left to right
A.D.O. Williams MA (Oxon) FCA
B.G. Clarke ASIP TEP (Managing)
I.C.N. Toole FCA
Advocate R.G.S. Fielding (non-exec.)

The Key Commitment

'Serve clients well and success will follow'

We believe that clients are entitled to the highest qualities of service. Our commitment to quality protects the reputation of our clients and confirms the value of our service, giving clients the following rights:

The Right to the highest quality services

We will succeed by never compromising on quality, reliability, or responsiveness. When we say something, we do it.

The Right to personal service

Our appointed manager will personally undertake the administration for each client and their family, and know them as individuals.

The Right to continuity

To ensure clients have minimal personnel changes, we reward and encourage our people, as members of a mature team with an interest in the business.

The Right to fee certainty

Each client is given a written Service Agreement with a Fixed Fee quotation. We do not time charge.

The Right to change arrangements

We always listen to our clients, and will adjust our service to match changes to their objectives.

The Right to share knowledge

We will clearly explain, report and inform our clients in all we do. We invest time and effort to ensure our personnel have extensive industry knowledge and share this information with our clients.

The Right to personal meetings

We best understand our clients by meeting with them, delivering a personal report and ensuring that we fully appreciate their current needs and future plans.



The Right to benefit from experience

We only employ experienced and professionally qualified people. We will not employ juniors to deliver client service.

The Right to feel special

We will maintain the personal touch by rendering a service that is enjoyed both by the person delivering it and the person receiving it.



The Key Business Model

Key Group companies deliver Family Office services to wealthy families in a completely different way from other financial service businesses. We provide each family with their own experienced, qualified administrator, who provides personal account management on a pre-agreed, written, fixed-fee basis.

This unique business model, which we have operated from inception, has led to Key Group's year-on-year expansion. Through a blend of traditional values and innovation, our individual Group companies deliver a quality service that is in tune with each client's personal aims and aspirations.



Key Services to Professionals

We partner with professionals who work in the areas of wealth advice, management and fiduciary services. We believe in knowledge sharing, and have set up Key Conferences Limited to provide an annual forum for members of the financial industry engaged in wealth succession.

Key Financial Reporting provides the fiduciary industry with a managed Back Office service. This includes monthly and year-end client accounting - plus an independent investment portfolio monitoring and performance review service that is particularly relevant to trustees answerable under the UK Trustee Act 2000.



Our Head Office Location

Jersey, Channel Islands

The Island of Jersey has held allegiance to the British Crown for over 800 years. Near the coast of Northern France and politically stable, it is responsible for its domestic affairs, including taxation and financial regulation. Today the Island, which has been at the forefront of international financial services for over 40 years, offers the benefits of a mature, respected and independent International Finance Centre, close to the United Kingdom and mainland Europe.

St Helier

The Island's main town is a cosmopolitan centre, offering good shopping and fine restaurants. As a work centre for over 12,000 professional people employed in the financial services sector, it provides an impressive and knowledgeable range and depth of professional services.



Your Next Step

We recognise that there are many firms to choose from. However, we are confident that the quality of our work, the care we invest in our client relationships and our fixed fee arrangements make The Key Group your best option for a secure, long-term service.

To arrange an initial meeting or to find out more about us and how we can help you, please contact:

The Key Group

PO Box 116
Hilgrove House
10 Hilgrove Street
St. Helier
Jersey
Channel Islands JE4 8SU

Telephone: +44 1534 630500

Facsimile: +44 1534 639669

E-mail: contact@key-trust.com

Web site: www.key-trust.com



PO Box 116
Jersey
Channel Islands
JE4 8SU

Telephone: +44 1534 630500
Facsimile: +44 1534 639669