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Ansbacher launches the definitive guide to wealth management

Ansbacher has joined forces with publishers Tru-Est to compile the 'Ansbacher guide to wealth management', the first publication of its kind to encompass authoritative up to date information on wealth and fiduciary issues from the leading practitioners in the sector.

The guide is being developed throughout 2006 for publication early in 2007. Ansbacher is working with Tru-Est, a specialist media business focused on the wealth management sector, in bringing together a wide number of experts in law and accountancy firms to act as advisers in developing the guide's content. Beginning with an all-important definition of what is wealth management, the guide looks at the wealth advisers, issues such as tax, asset management, asset classes, inheritance and succession planning, and contains not only case studies on high-net-worth individuals but also useful contact information on advisers as well as differences in jurisdictional regulations on and offshore.

The guide is being developed chapter by chapter by Ansbacher, Tru-Est and the advisory board of professionals during 2006, with overall editorial under the direction of award winning financial journalist Simon Hildrey, the editor of *Trusts & Estates Practitioner*. The first seminar to develop the opening chapters has already taken place. Among the conclusions reached by the first panel was that Private Client advisers must improve their management of client expectations and better educate clients about the wealth management process if they are to prosper in the future.

Commenting on Ansbacher's involvement with the guide, Ansbacher CEO Hugh Titcomb said "According to some estimates the 'worth' of the wealth management sector is some \$66 Trillion yet little appears in concrete terms about why this sector is so important to us, our clients, and other professionals. The Ansbacher guide is designed to help those inside the sector, and those reporting or reflecting on it, to get a much better sense of the underlying principles of wealth management - why it matters and how wealth is managed on a global basis.



We are delighted to be working with Tru-Est to bring this guide to fruition and hope it will become the seminal work of its kind."

James Anderson, the publisher of Tru-Est, also commented on the guide's development: "As the leading professional provider of information on wealth management-related issues, we realised that one of the missing pieces of the information jigsaw on wealth management was a comprehensive guide to the sector and everything in it. Together with Ansbacher - a natural and valued partner given their distinguished position as advisers to ultra high-net-worth individuals - we are delighted to be putting that missing piece together."

The guide when it is eventually published in early 2007 will be a 132-page book distributed to over 5,000 professionals. Tru-Est will be publishing individual chapters of the guide, as it is developed, on their intranet for wealth advisers to access and comment on as the guide develops through 2006. The web link to this site is www.pamonline.com/wealthguide.

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Notes to editors:

The Ansbacher Group, which is a wholly owned subsidiary of Qatar National Bank (QNB), provides tailored financial solutions to high net worth and institutional clients worldwide. The Group's services span private and specialist banking, wealth management, investment advice, fiduciary services and fund administration. The Group is represented in the United Kingdom, the Channel Islands, the Cayman Islands, Qatar, Bahamas, Dubai and Switzerland.

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Established in 1964 as the first Qatari owned commercial bank, QNB is listed on the Qatari Stock Exchange with 50% ownership by the Qatari government and the balance held by public shareholders. It is the largest bank in Qatar with total assets of some \$10 billion, controlling around 50% of the assets in the country's banking system. QNB is rated in the top 150 banks in the world in terms of capital strength and has a long-term credit rating of A.

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