

**For Immediate Release**

**13 June 2017**

## **New Director for Mayfair Capital Investment Management**

Clare Berthoud has joined the specialist property investment managers, Mayfair Capital Investment Management, as a Director of Business Development.

Clare has 19 years' experience of managing and advising clients as a Senior Client Relationship Director and a fund manager. Her particular expertise is in the UK Charities Sector and she previously worked at Schroder Investment Management and Merrill Lynch Investment Managers (now BlackRock), two of the largest Charity Fund Managers in the UK. Her clients included household names and high profile charities ranging across a wide variety of types of fund from Endowments, Trusts and Foundations to Educational Charities and Religious orders. She is currently a member of the University of Exeter's Endowment and Investment Group.

Mayfair Capital manages the Property Income Trust for Charities (PITCH) which has in excess of £490m of assets under management for more than 870 UK charity investors.

Commenting on the appointment, Mayfair Capital's Head of Business Development, James Lloyd, said: "Clare is highly experienced in the charity fund management sector and will be invaluable to our business and the growth of PITCH through attracting further investment from UK charities".

PITCH is the highest yielding Fund in the AREF/ IPD All Balanced Funds Index and, as at 31<sup>st</sup> March 2017, yielded over 6% and is the best performing of the specialist Funds available to charity investors over a 1, 3 and 5 year period.

Clare Berthoud commented: "I am very much looking forward to working with UK charities to identify how Mayfair Capital and PITCH can support their investment requirements."

*(ends)*

**For further information, please contact:**

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**Notes to Editors:****Mayfair Capital Investment Management (MCIM)**

MCIM is a UK real estate investment management business and a member of Swiss Life Asset Managers.

Founded in 2002 and headquartered in London, Mayfair Capital is authorised and regulated by the FCA. Its management board, which is chaired by Stephen Musgrave, includes William Hill (non-executive director), James Thornton (chief executive officer), Robert Palmer (chief investment officer), Graham Langlay-Smith (chief operating officer), Ned Pumphrey (fund director) and James Lloyd (head of business development & marketing).

Mayfair Capital serves a diverse client base, through its discretionary and advisory funds, which include The Property Income Trust for Charities, Mayfair Capital Property Unit Trust, Mayfair Capital Commercial Property Trust, MC Property Growth Fund No 2, Mayfair Capital Residential 1 and Mayfair Capital Residential 2.

It was acquired by Swiss Life Asset Managers in November 2016.

[mayfaircapital.co.uk](http://mayfaircapital.co.uk)