



EVANS & PARTNERS

Page 1 of 9

12th June 2008

Evans and Partners Official Launch Address

Presented by David Evans

Thank you Bill and on behalf of our firm a formal congratulations on your Order of Australia award, well deserved.

I am privileged to welcome such a distinguished group of people to this the formal launch of Evans and Partners.

Evans and Partners has huge ambitions – for ourselves, *and* for our clients – but our model is very simple. We aim to provide a Traditional Service to our clients, driven by modern ideas. Thus is formed our catch-cry, and you can see it all around the room tonight: Modern Ideas: Traditional Service.

To see this company come to fruition is a humbling experience. It's all very well to have a vision for something like this, but the blind faith, the loyalty and the vision I have received from our foundation staff – now 35 – and



EVANS & PARTNERS

our advisory board has been overwhelming.

Each of the founding staff have left solid and successful roles to come and work at a start up. Many of them have taken financial and career penalties for such a move – this is a huge responsibility for me and one I don't shy away from.

I know you have made the switch because you believe feel this is the right place to deliver a client service which is right for the times.

And to the Advisory Board who have played a very active and generous role in establishing the firm. Bill Kelty, David Crawford, Eddie McGuire and Colin Stubbs have been extraordinary support to me in keeping me focussed and their counsel has *and* always will be appreciated.

Modern Ideas – Traditional Service.

We have a simple goal as an organization –to create prosperity and wealth for our clients, the community we live in, and for our staff and supporters.

So how will we do it? Why Evans & Partners? As founding clients these are



EVANS & PARTNERS

questions you need to ask.

What is our model? Why Evans & Partners.

We are not inventing the future, but choosing the best of our collective experiences, to build a truly independent discreet Private Investment House. We have wholeheartedly embraced elements from some of the world's most successful Banks, some of those include Coutts in the UK, and locally Potter Partners and JB Were, while adding our own personality, perspective, and experience.

We have obviously hit a nerve. As of today, we are servicing more than 1000 clients. Our team includes 15 Private Client four Institutional Advisers and four Research Analysts. And we have recently started a Corporate Finance Business through the recruitment of John Knights.

There is clearly a need for what we are offering, and our offering is clear and transparent - Some Key points I would like to make here;

1. Our overall aim is what all investors seek: we aim to make money for our clients, and all our research is focused to do just



EVANS & PARTNERS

that. We have limited resources so we can't afford to waste them on maintenance research. We may only offer a few ideas a month, but they will be significant and extremely well researched.

2. We aim to be independent - we sell advice and we aim to ensure that advice remains uncompromised by House Product.
3. Our distribution facility is now significant, but New issues and Placements must pass stringent risk and investment hurdles before we recommend any to you.
4. You will have personal access to some of the most experienced and successful advisers in Melbourne, people who have been through significant market cycles.
5. You will have access to information through regular seminars, corporate presentations and targeted research.

These next few years will be challenging in this country. High interest Rates, high inflation, oil and food price shocks and vulnerable property



EVANS & PARTNERS

markets – all make for challenging times for investors, but where challenges fall opportunities rise.

It's a good time to reflect on where we've been. If we had launched Evans & Partners five years ago and I would have said to you Oil would be trading at \$136 and Gold at US\$870, the world had survived \$500 billion of write downs off the back of the sub-prime credit crunch you would certainly have raised *more* than one eyebrow. You might have wondered about your sanity to trust such a pessimist with your money.

Well a crazy thought of five years ago is today's reality, and just as that five years created opportunity, so will the next five, with quality analysis, guidance, experience, and trust in your corner.

The impact of economies such as China/India/Russia and Brazil will become real forces in Financial Markets in the next five years.

What implications will flow from the impacts of climate change, and the trading of carbon credits?

What of a new President in the US?



EVANS & PARTNERS

What of the US economy and its impact on the rest of the world?

Where to with agriculture?

How will water be traded?

Complex issue follows complex issue – and we look forward to advising you the best route to the best outcomes.

Tonight is not just outlining our agenda, it's also about us giving to you our Founding Clients. You have backed us, and we won't forget that trust.

I would like to announce tonight that Founding Clients will be acknowledged throughout our history. Clients who sign up with us in the first 12 months ending on 30th June this year, will be recognized with the title of Evans and Partners Founding Clients and will receive the following privileges:

The title of Founding Client recognises your importance to our firm in these crucial early days I make a commitment to you that Evans & Partners



EVANS & PARTNERS

recognises and honours long-term relationships. This title will remain with you and your generation in perpetuity.

- Tonight you will receive a gift confirming your status as a **Founding Client**. Before you go tonight, please accept this gift from us recognising you as a **Founding Client** – a token of thanks for your custom so far. We have also organized a private tour of the **National Sports Museum**, after tonight's formalities.
- The title **Founding Client** will appear on reporting and will be noted on your on-line access.
- **Founding clients** will have a quota made available to them to gain priority access to **Evans and Partners** proprietary information forums.
- These include conferences, corporate days, company briefings, roadshows, analyst presentations and social events.
- Every two years **Evans and Partners** will host a formal **Founding Client** dinner in conjunction with a philanthropic organisation. This will be a gathering of pre-eminent people from all areas of



EVANS & PARTNERS

the national community. We expect this event will develop – over time – into a powerful forum for discussion, networking, investment opportunities and progression of our common values.

- Via such events, we expect our Founding clients to develop formal relationships, generating further investment opportunities.

Finally, and most importantly, I wish to introduce you to our community partners, Scope and the Oaktree Foundation. Giving something back to the community is critical and we will ensure that we put as much back into it as we can afford.

I am delighted to welcome Scope as our Community Partner. Our mission of providing person-to-person, highly attentive stockbroking services to all Australians is driven by the same core values as the work of Scope.

We are proud to be working with Scope and to assist them in their mission to support people with disabilities to achieve their potential in welcoming and inclusive communities.

The Oaktree Foundation is an entirely youth-run aid and development



EVANS & PARTNERS

organisation. Their mission is to empower developing communities through education in a way that is sustainable.

Representatives from both organizations are here tonight.

Thank you for your attendance tonight and if I could ask you to focus on the screens for a moment we would like to show you an insight into our little firm so far...

Display E&P Promo.

We now invite you to enjoy a tour of the National Sports Museum...