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MEDIA RELEASE



FINSIA APPOINTS NEW CEO

***Strong focus on professional development
and employability of members***

The Board of Finsia – the Financial Services Institute of Australasia – today announced the appointment of Dr. Martin Fahy as its new Chief Executive Officer, following the successful sale of its education business to Kaplan Inc.

Finsia President, Michael Shepherd said: “Martin will take over responsibility for developing Finsia as a professional services body. He has a wealth of international experience in leading a professional services organisation as well as working closely with finance executives in the corporate and banking spheres, around the world.

“He is exceptionally well placed to lead Finsia as an organisation focused on being the connecting point between employers and the membership.

“In addition to developing the ‘new Finsia’ as a member-centric professional body, Martin will also be ensuring that our voice is heard both as an industry advocate on key issues facing the financial services sector and in the development of industry standards.

“Martin will be working with members, Committees and Councils, the Board and staff to set the immediate priorities and convert our vision into a strategy for action,” said Mr Shepherd.

Martin Fahy said: “I am very excited to be joining Finsia at a critical time for Australasia to demonstrate that it has the comparative advantage to be the financial services hub of the region.

“Most attractive to me is that the vision that Finsia has articulated is very closely aligned with the key issues that drive comparative advantage: the regulatory environment, fiscal and tax structures, innovation and overcoming talent shortages.

“Finsia can and will play a critical role in the battle for talent with a strong focus on professional development and services that align the skills and employability of our members with the needs of employers.

“To that end, my aim is to ensure we develop a portfolio of services that attracts, retains and involves members at all stages of their career path and supports the wider finance community,” said Dr Fahy.

Dr Fahy comes to Finsia from CIMA (The Chartered Institute of Management Accountants) where as Director for Asia Pacific he led CIMA’s expansion in the region. For CIMA he was

instrumental in developing industry partnerships with global employers such as Standard Chartered, HSBC, Cadbury Schweppes, Microsoft and Shell.

He is a recognised thought leader in the area of Finance Transformation, is widely published in the field and has advised and worked with senior finance executives globally. Prior to joining CIMA, Martin was an academic at National University of Ireland, Galway.

Martin is a fellow of the Institute of Chartered Accountants in Ireland and holds a PhD from University College Cork, Ireland. He is a former Senior Fulbright Scholar.

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Notes to Editor:

Financial Services Institute of Australasia is the new face of the Securities Institute of Australia and the Australasian Institute of Banking and Finance (AIBF). Finsia is the largest financial services professional body in Australia and New Zealand with a combined heritage spanning 160 years.

Finsia is recognised as a leading membership body in the financial services sector with a reputation for building careers and raising standards in financial services. Finsia's mission is to raise standards in the financial services industry by

- fostering professional development and market integrity
- connecting people and knowledge
- promoting ethical and effective practice, and
- championing the status of our members and the stature of our industry.

On 18 June 2007, members of Finsia strongly endorsed the proposed sale of Finsia's financial services education business to Kaplan Inc. (Kaplan) for a consideration of \$36 million.

Following the sale to Kaplan, which was completed in August 2007, Finsia has a capital base of approximately \$45 million from which to improve and expand its services to members.