

# First Sentier Investors announces leadership appointments

## Media release

**Monday, 2 March 2020:** Leading global investment manager, First Sentier Investors, today announced two global leadership appointments: Amanda Tibbett as Chief Marketing & Communications Officer and Bachar Beaini as Managing Director, Americas.

Tibbett, based in Sydney, has more than 25 years of marketing and communications experience, specialising in financial services. For the past nine months, she has been managing the rebrand of the business in Australia, which will roll out to other regions later this year. In her new role, Tibbett will take on the management of the marketing, communication, digital and brand functions globally.

Prior to First Sentier Investors, she held the role of Head of Marketing and Digital, Asia Pacific at Fidelity, where she was responsible for leading its marketing and digital efforts across the region.

Since joining the firm in 2004, Beaini has held roles in various regions. In July last year, New York-based Beaini was appointed to the regional Managing Director role in an acting capacity, and was responsible for management and coordination of the business in North America as it transitioned in ownership.

First Sentier Investors Chief Executive Officer, Mark Steinberg, said these appointments reinforce the firm's commitment to become a leading, standalone asset manager.

"Amanda's appointment will help us meet the broad and changing needs of clients across our diverse, global client base. It will also ensure we are delivering consistent brand experiences, enhanced digital interactions and relevant, quality client communication," Steinberg said.

He added, "Bachar's appointment reflects his strong internal relationships and extensive experience in business development, investments, strategy, and finance. There are significant opportunities in the North American market, and I am confident in Bachar's ability to grow the business there.

"As we look to expand our distribution footprint and open new channels in the future, these roles will ensure we are well-placed to deliver our growth objectives," he said.

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### About First Sentier Investors

First Sentier Investors (formerly Colonial First State Global Asset Management) manages A\$228.5 billion (as at 31 December 2019) in assets managed on behalf of institutional investors, pension funds, wholesale distributors, investment platforms, financial advisers and their clients worldwide.

In August 2019, Mitsubishi UFJ Trust and Banking Corporation, a wholly-owned subsidiary of Mitsubishi UFJ Financial Group, Inc., acquired the business from the Commonwealth Bank of Australia. The business, known as First State Investments outside of Australia, operates as a

standalone global investment management business, with offices across Europe, the US, and Asia Pacific regions.

With expertise across a range of asset classes and specialist investment sectors, our approach to investment is driven by a commitment to provide the best possible outcomes over the long term for our investors. To achieve this, we ensure our interests are aligned with our investors, and uphold a culture of consistently acting in our clients' best interests.

[www.firstsentierinvestors.com.au](http://www.firstsentierinvestors.com.au)

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