

SECOND ANNUAL CHARITABLE MOUNTAIN CLIMBING CHALLENGE

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ARJENT summits the Mont Blanc (4807 meters) on
30 June 2006 successfully completing the 1st Annual
Charitable Mountain Climbing Challenge

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We are proud to announce that a member of the ARjENT team, Gregory Perdon, will scale La Dent Blanche (photographed on the left) this summer with the objective of obtaining donations for UK Charities. On 21 July 2007 Gregory will attempt to climb one of the most austere peaks in Switzerland and raise money for the ARjENT Charitable Trust.

Gregory, Head of Alternative Investments at the London based Investment House, is aiming to obtain contributions from friends, family, business partners and clients for the underlying UK charities which the ARjENT Charitable Trust supports. Gregory and ARjENT's

CEO, Tony Woodward, are funding the entire expedition costs, therefore ensuring all money raised will go directly to the causes. The Trust has chosen the following organisations: The Breast Cancer Campaign, Jeans for Genes Campaign, Guide Dogs for the Blind and the Willow Foundation which provides fun days out for young adults with terminal illnesses.

After successfully ascending the Mont Blanc last summer, raising GBP 5,000 during the First Annual Charitable Mountain Climbing Challenge, (see summit photo with our flag on the reverse), this year Gregory will attempt to ascend La Dent Blanche, an important peak located on the divide marking the linguistic boundary between the French and German speaking parts of the Wallis region in Switzerland. Although a far lesser known peak than the Mont Blanc, La Dent Blanche presents a far greater technical challenge. The summit team will consist of Gregory and Christophe Bressand (photographed together below) a well-known mountain guide from Chamonix.



"We are very proud that Gregory has helped to make 'Charitable Giving' a regular activity at the firm. Although La Dent Blanche is an even greater challenge than Mont Blanc, the true value being created is the message being sent to fellow financial service professionals and clients that being a banker and a capitalist today means focusing not only on the bottom line but also on having a community service strategy. At our firm that means giving back to your community", stated ARjENT CEO, Tony Woodward.



Gregory added: "I'm not trying to change the world, climbing to the top of a mountain and raising 5,000 pounds for charity will have little bearing on the globe. I'm trying to change the way people think about how they can contribute to society. All of us should take two days off every year and donate 48 hours to charity. What we need is momentum and actualisation, not sensationalism or scare tactics. We live in a society where the bottom line is the only line, however in the future, this will change. There will be two ways of judging performance, Bottom line profitability along with the 'Soft-line', a measure to benchmark how your company contributes to the bettering of the community. Every employee and corporation in the future will be judged by those two criteria. I believe in the future, investors will find sections on this topic published in annual reports. This bifurcation will serve as the biggest shift in how we interface with capitalism. My goal, and the goal of the ARjENT Charitable Trust, is to help motivate this change and help deliver the message so that other professionals just like me will go out and donate 48 hours of their time and make it happen."

If you would like to support our efforts by contributing to the ARjENT Charitable Trust please contact Ms. Beki Pond via:

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