

Media Release

Kenyon Partners changes name to Connect Financial Service Brokers

Monday September 2, 2013. Kenyon Partners Chief Executive Officer Paul Tynan has announced that the company has changed its name to Connect Financial Service Brokers (Connect) effective today to better reflect the company's role and marketplace offering in the post FoFA era.

Paul Tynan said, "The name Connect was selected as it acknowledges the principle that financial service businesses are based on relationships and in any transaction, the most important element is for buyers and sellers to have a 'connection'".

"In addition, the Connect name clearly defines and positions the company and reinforces its standing as Australia's leading business broker providing clients with specialized services in the areas of sales, acquisitions and mergers of financial planning, accounting and risk insurance businesses".

Connect will also provide advisory services in the areas of –

- Succession planning
- Business growth strategies
- Specific projects on sourcing of acquisitions
- Business valuations
- Business financing
- Expert witness

The business address will still be 55 Pelham Street, Carlton VIC 3053

Paul Tynan expects that as soon as the dust settles post FoFA implementation that dealer groups will quickly turn their focus and attention to succession planning as Baby Boomer practice owners and advisers seek to exit the industry and retire.

However, as mergers and acquisitions is a very complex area, it will be outsourced to specialised service providers and Connect is well positioned to address this demand.

Issued by Connect Financial Service Brokers www.connectfsb.com.au

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