



Press release March 2008

Addidi – a unique Inspired Living proposition for successful and wealthy women – launches March 2008

Addidi offers a unique proposition combining financial planning and wealth management with lifestyle concierge type services for successful and wealthy women.

This boutique lifestyle and wealth management service is being launched by Anna Sofat, former Managing Director of Fiona Price & Partners and a life-long champion of bespoke financial advice for women. It will be a unique prospect in the personal finance arena, seeing wealth as a tool for happiness and inspiration, and not just a series of value-driven numbers.

Its existence is founded on this simple, single truth: women generate and control more wealth than ever before. (see fig.1) And yet more often than not, this wealth serves only to highlight a growing disparity in the lives of these increasingly successful women: that while they may be increasingly adept at managing multi-million pound budgets at work, their personal finances are often neglected. And while they may be responsible for the pastoral care of many employees, their own pastoral care, and that of those closest to them, is often just as neglected as their finances.

Addidi was born from an intuitive understanding that, for all this increasing professional success and ensuing wealth, it has not necessarily translated into happier and more balanced lives for women.

If women are leading happy and balanced lives, then we all gain – our immediate family and friends, our work and the wider community. Each small ripple of change would make a positive difference and if there are enough ripples, it could become a force for good.

Its founder, Anna Sofat, says: “Whether our preference is for Aegean blue or fuschia pink, Perrier Jouet or Ruinart, Great Ormond Street Hospital or The Rainforest Foundation, it is my belief that one simple factor binds us all – the wish for our wealth to serve us well and preferably outlive us.”

Thus, rather than a one size fits all, Addidi offers a service that is nothing less than the haute couture of lifestyle and wealth management; solutions measured and moulded to a client’s needs, lifestyle and, most importantly, desires.

Meaning ‘We Inspire’ in Latin, Addidi allows its female members to focus on their aspirations and desires but also more crucially on doing what they enjoy and do best.

Its aim is to become the trusted resource to whom they can delegate the rest, someone who knows them almost as well as they do themselves, someone they can rely on to do all that needs to be done in a manner they would do it themselves.

In short, Addidi aims to become a haven of inspiration for them and their lives, as well as their money.

126 JERMYN STREET
LONDON SW1Y 4UJ

T.00 44(0)20 7060 0700
F.00 44(0)20 7060 0730

WWW.ADDIDI.COM
DIDI@ADDIDI.COM



Fig. 1

Women account for nearly half of the millionaires in Britain - around 46% of the country's 376,000 millionaires are female (Datamonitor, Female Wealth 2007). Already, there are more female millionaires (47,355) than men between the ages of 18 and 44. And by 2020, 53% of the millionaires in the UK will be female.

Further information:

www.addidi.com

Press Contact:

Emma Pettit
Margaret
+44 (0)7852 196 539
emma@margaretlondon.com
www.margaretlondon.com

Louise Whitlock
Penrose Financial
+44 (0)20 7786 4887
louisew@penrose.co.uk

126 JERMYN STREET
LONDON SW1Y 4UJ

T.00 44(0)20 7060 0700
F.00 44(0)20 7060 0730

WWW.ADDIDI.COM
DIDI@ADDIDI.COM