



ADDIDI
INSPIRATION AWARD
FOR FEMALE ENTREPRENEURS
2009

NEWS RELEASE

ADDIDI INSPIRATION AWARDS FOR FEMALE
ENTREPRENEUR THROUGH HISTORY

VOTING OPENS FOR THE PUBLIC TO CHOOSE
A WORTHY WINNER

The search to find the most inspiring female entrepreneur in history (1650-1950) begins with the launch of the Addidi Inspiration Award. Presented by Addidi, a boutique wealth management service, to mark the opening of its private equity club for women, Addidi Business Angels, the Award will honour and recognise the success of businesswomen in history.

"I conceived the idea of the Award as a means of celebrating women known for wealth creation, for doing good with their wealth, and for leading fun lives," explains Addidi founder Anna Sofat. "These attributes lie at the heart of Addidi's wealth management philosophy, that looks to assist its members to create, invest and enjoy their wealth."

"For the award's inaugural year, we decided to recognise the success of female entrepreneurs living in times when it was not common for women to be running businesses and creating wealth," says Anna. "By focusing on their success, we hope to inspire modern women with wealth to invest in small businesses."

Five businesswomen in history have been short listed with the assistance of Dr Nicola Phillips, a Research Fellow in the Dept of History at Kingston University, and five modern day entrepreneurs have been invited to champion each of these extraordinary women from history. A brief summary of the women entrepreneurs and their champions is attached.

The public is being invited to vote online for their favourite woman entrepreneur; voting is now open online via www.addidiawards.com. The closing date for voting is Tuesday 30th June 2009. The winner will be the entrepreneur and champion polling the most votes and will be announced at an Award Reception on Thursday 2nd July at Trinity House, London.

The Addidi Inspiration Award is hosted by Addidi Business Angels, in partnership with The Sorority,

and are sponsored by Deutsche Bank Private Wealth Management and PSigma Investment Management.

Tom Slocock, CEO of Deutsche Bank Private Wealth Management in the UK commented, 'The entrepreneurial spirit of these great women with their passion for building a business and creating wealth is truly inspiring. Their perseverance through adversity and drive for success is a clarion call that echoes today as we navigate through these challenging times'

"PSigma Investment Management are delighted to be supporting the Addidi Inspiration Award which recognizes inspirational woman who can make a difference with their wealth - a value very close to our heart. We wholly encourage entrepreneurial women and 'wealth creators', particularly in the current harsh economic environment". John Howards Smith

For voting and further information on the Awards, Addidi, female entrepreneurs and their champions as well voting details, please visit our website :www.addidiawards.com

PRESS INFORMATION

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NOTES TO EDITORS:

ABOUT ADDIDI BUSINESS ANGELS

CREATE. INVEST. ENJOY.

Addidi Business Angels is a unique investment club providing successful women with the opportunity to pool their financial resources and expertise to back early-stage business ventures. It is being launched by Addidi in response to the fact that only 5% of business-angel investors in the UK are women* - meaning much of their capital and know-how is being denied to entrepreneurs (*University of Strathclyde).

The club is seeking 100 female members who will each commit £20,000, giving a pool of £2m for investment into small growth businesses. An investment panel will filter business proposals but the members retain decision making and control. The club aims to make angel investing more accessible, convenient and fun for its members. Addidi Business Angels is currently accepting applications for membership.

Addidi Business Angels has been set up by Addidi, a boutique wealth management and lifestyle service for women. Meaning 'We Inspire' in Latin, Addidi believes that wealth is an enabler not an end in it self and that we should utilise our wealth to be good to be ourselves and compassionate to others.

FOR FURTHER DETAILS ON ADDIDI BUSINESS ANGELS PLEASE CONTACT ADDIDI

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THE SORORITY

The Sorority is an exclusive creative business club for professional women. Celebrating style and femininity, The Sorority seeks to nurture and sustain a collaborative network of excellence made up from the creative businesswomen destined to shape the future.

The Sorority celebrates creative expression among the independent and stylish professional women of today, shaping the world we will live in tomorrow. Each member of The Sorority has achieved something unique in her own life. We can achieve something even greater by coming together.

Derived from the Latin term for "Sister", our Sorors are independent and stylish women who epitomise the modern day femme fatale; confident and intelligent alpha females who pursue creative business with passion and integrity.

Yet The Sorority recognises the value of collaboration, forming an affinity with like-minded modern women.

FOR FURTHER INFORMATION PLEASE CONTACT

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DEUTSCHE BANK PRIVATE WEALTH MANAGEMENT

Private Wealth Management is the division of Deutsche Bank for high net worth clients around the world. Private Wealth Management seeks to understand the personal goals of wealthy clients and translate these into practical financial plans for life. Private Wealth Management's mission is to be the lead, trusted advisor for wealthy individuals, their families and select institutions worldwide.

The Private Wealth Management division has client assets of Euro 165 billion and over 4,000 employees in 90 offices in 31 different countries handling client accounts.

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PSIGMA INVESTMENT MANAGEMENT

PSigma Investment Management (PIM) provides a personal and active investment management service, tailored to individually selected benchmarks. PIM has built up a diverse client base with over £750m of discretionary private client assets under management.

PSigma is a union of a number of respected investment managers with a wealth of experience and accumulated knowledge, who decided to move from major investment banks to the less formal, but highly professional PSigma boutique. Unlike many of our competitor firms, a standard formula or broad approach to each client is not the way we operate. At PSigma, the experienced investment managers build customised portfolios to suit each clients' individual needs.

FOR MORE INFORMATION ON THE SERVICES WE OFFER

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