

**London, June 01, 2015**

**United First Partners launches its Wealth Management & Investment Advisory business and appoints Jarett Gedir as Head of European Event Driven Sales Trading**

United First Partners ("UFP") is pleased to announce the appointment of Jarett Gedir as Head of European Event Driven Sales Trading. Based in London, Jarett will help boosting the firm's sales trading capacity. He will work alongside some of our top ranked Extel individuals including Guillaume Daguisse, Jerome Aboucaya, David Hackett and Hiten Davda.

Jarett began his career in 2000 at Goldman Sachs in its Equities Division in London. He then held multiple senior positions at investment banks including Bear Stearns where he was a Managing Director on the Risk Arbitrage sales and trading desk in London. He was also a senior member of the UBS European Special Situations desk.

Furthermore this year, UFP Capital, the group's Financial Advisory arm run by former Société Générale senior banker Pascal Marionneau successfully launched its new Swiss regulated Wealth Management & Investment Advisory business. Pascal Marionneau commented "UFP Capital has already won its first significant investment advisory mandates from Forbes top ranked Family Offices. Our seasoned experts have a strong track record in selecting fund managers and managing Hedge Funds portfolios. UFP is committed to delivering superior risk adjusted and diversified investment solutions to our clients".

United First Partners' co-CEO Michael Hadjedj commented "Jarett is a veteran in our industry and brings with him significant knowledge in Event Driven sales and trading. UFP is highly committed to bringing some of the most qualified people in our industry under the same roof and aims to continue to do so. The successful launch of our new Wealth Management & Investment Advisory business adds another layer of services for our client base and moves UFP towards a full services financial group."

**About United First Partners**

United First Partners ("UFP") is a leading global Special Situations Investment & Advisory Group.

UFP's independent research, sales and agency trading services have been ranked #1 in its class ahead of all major investment banks for the past 3 years by Institutional Clients. (#1 Thomson Reuters Extel ranking in Pan European Special Situations Research in 2012, 2013 and 2014). Our research services offer bespoke investment solutions to corporates and security holders alike, including stake building/disposals, shareholder activism and special situations.

Through our Financial Advisory arm, UFP Capital, we offer a wide range of merchant banking and investment advisory services to institutional and private clients. These services range from sale and purchase of strategic assets to corporate finance, debt and equity capital markets and wealth management.

Our strategy and core values allowed us to build an extensive customer base including leading hedge funds, private equity, long only funds, corporates, sovereign wealth funds and family offices. Our achievements, independence, unique business model and strong reputation have enabled UFP to become an attractive and reliable partner for business associates and talented professionals.

For further details, please visit [www.utdfirst.com](http://www.utdfirst.com)

**Press Enquiries:**

Phone +44 203 017 4330  
or email [media@utdfirst.com](mailto:media@utdfirst.com)