

Mayfair 101 launch Mayfair Platinum to expand opportunities for Australian investors seeking income and growth

Mayfair 101, an international investment and corporate advisory group headquartered in London, is launching a new customer-focused brand – Mayfair Platinum – to provide qualified investors in Australia the opportunity to gain exposure to its diversified international investment portfolio. Mayfair Platinum will provide exclusive access to investment opportunities typically only accessed by family offices, investment banks, stockbrokers and ultra-wealthy investors. The launch of Mayfair Platinum builds on the success and rapid growth of Mayfair 101 subsidiaries in Australia, including IPO Wealth. Leading international investment and corporate advisory group Mayfair 101 is today (17 July 2019) announcing a new brand in the Australian market, Mayfair Platinum. For the first time in its ten-year history, Mayfair 101 is opening up opportunities for its customer base to access additional investment opportunities across a diversified portfolio of assets.

Mayfair 101 concentrates its investments in sectors that are traditionally out of reach to the average investor, including business credit, financial services and emerging markets.

“Mayfair Platinum will provide an unparalleled investment experience for our customers, opening up a world typically dominated by family offices, investment banks, stockbrokers or the ultra-wealthy,” said James Mawhinney, Mayfair 101 founder and Managing Director.

“Given the low interest environment in Australia, investors are struggling to generate a return on idle cash. The scope of Mayfair Platinum in essence will open up a suite of investment options with a strong focus on income-generating products.”

The expansion of the Mayfair 101 group suite comes off the back of sustained growth of IPO Wealth, which celebrated its second anniversary in March 2019 and has raised over \$115m to date.

Continued low investment rates and consequential low investment returns are driving demand for non-bank alternatives that provide more attractive returns.

“Mayfair Platinum builds on the strong customer satisfaction rating of IPO Wealth, which is a testament to our team’s focus on customer service. We provide dedicated client relationship managers and simple no-nonsense product information to help investors make an educated decision.”

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