

MEDIA RELEASE

16 JUNE 2020 – MELBOURNE, AUSTRALIA

MAYFAIR 101 SETTLES TRADEMARK DISPUTE WITH PLATINUM

Mayfair 101 Group has reached a settlement with Platinum Asset Management over the use of the word 'platinum' in the Mayfair Platinum brand.

The settlement requires Mayfair 101 to cease using its Mayfair Platinum brand name from 30 June 2020.

Platinum Investment Management Limited commenced proceedings in the Federal Court on 18 December 2019 against Mayfair Wealth Partners Pty Ltd for alleged trademark infringement resulting from its trading name 'Mayfair Platinum'. Mayfair Platinum was launched on 24 June 2019 and has raised over \$130 million from wholesale investors.

A spokesperson for the Mayfair 101 Group said "We have held the strong view that 'platinum' is a descriptive word and should never have been allowed to be trademarked. That said, Platinum Asset Management holds a leading position in the funds management industry in Australia and we are respectful of the work Kerr Neilson and his team have put into developing their brand."

The settlement means that Mayfair Platinum's investors will become clients of Mayfair 101, the Mayfairplatinum.com.au website will be taken offline, and the investor relations team will represent the Mayfair 101 brand moving forward.

The Group's Managing Director, James Mawhinney stated "Mayfair 101 Group aspires to represent the new generation of investing however that means we must also be mindful of those who have staked out their territory before us. We are glad to put this matter behind us and wish Platinum continued success with their brand."

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MEDIA ENQUIRIES

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