

STRATEGIC CONSULTING FIRM OXFORD ANALYTICA ENTERS INTO JOINT VENTURE WITH LEADING PAN-ASIAN PRIVATE EQUITY FUND MANAGER TEMBUSU PARTNERS

Singapore, 1st December 2009 - Oxford Analytica, the strategic consulting firm which draws on the expertise of Oxford and other universities worldwide to provide clients with analysis of the global political economy, has signed a Memorandum Of Understanding with leading Pan-Asian private equity fund manager Tembusu Partners Pte Ltd ("Tembusu Partners") to enter into a joint venture in March 2010.

Oxford Analytica was founded in 1975 by Dr David Young, former Administrative Assistant to Dr Henry Kissinger and has built an international reputation as the industry standard for strategic intelligence and geopolitical and macroeconomic analysis to government agencies and business leaders around the world. Among Oxford Analytica's global client base are over 50 governments including Singapore and Malaysia, most of the international institutions such as the United Nations, the World Bank and the European Commission and an extensive client base in the private sector.

Oxford Analytica's network of over 1,500 selected scholar experts from around the world contribute to the Oxford Analytica Daily Brief each working day, and to tailored consulting projects addressing specific client issues. Recent thought leadership projects for clients include the 2009 Strategic Business Risks Report for Ernst & Young, the Global Prosperity Index for the Legatum Institute, "Understanding the Space Economy" for NASA and an assessment of sovereign wealth funds for Standard Chartered. Oxford Analytica is a unique bridge between the world of ideas and the world of enterprise based on independent, non-prescriptive analysis.

Tembusu Partners was founded by Mr Andy Lim in 2006 and together with 38 other high net worth investors raised S\$100 million for its first fund. In September 2009, the Nanjing provincial government sponsored Tembusu Partners' second Fund, the US\$80 million Nanjing Growth Fund. Tembusu Partners is also currently raising S\$300 million for its second growth fund, Tembusu Growth Fund II, to invest in growth stage companies in the Asia-Pacific region. Tembusu Partners' first fund has since successfully made its first exit in September 2009, with an internal rate of return of 37.6%.



The joint venture will be operational by 1st March 2010 and Mr Michael Bruce, Executive Director of Oxford Analytica, will seek to grow a team of business executives and support staff. Oxford Analytica intends to set up other regional hubs in the Asia-Pacific region to expand contacts in a wide range of countries. Mr Michael Bruce commented, "This is a significant milestone for Oxford Analytica. The past 35 years has focused on the USA and Europe, providing consulting and subscription services to both markets. The Asia-Pacific region, on the other hand, is a relatively untouched gem. We are confident that with Tembusu's extensive network in Asia, we will be able to reach out systematically to government and business leaders in the region."

Chairman of Tembusu Partners Andy Lim commented, "Whilst information is abundant and easily accessible today, few are able to process and analyze information as well as Oxford Analytica do. Oxford Analytica has an experienced team of scholar-experts that can provide unique insightful judgment on world affairs to the wider Asia-Pacific community." This joint venture will be organizing the next Global Business Outlook Conference in 2010.

For more information on the joint venture, please contact Ms Jess Wood at jwood@oxford-analytica.com or Ms Ruoxi Tham at ruoxi@tembusupartners.com.