



PRINCIPLE
ADVISORY SERVICES

Principle expands team

Private equity consultancy, Principle Advisory Services, has added a third person, Renee Freedman, formerly with Allen Capital Private Equity, to its team.

Principle, which was founded by former AMP and Gresham executive, Les Fallick at the beginning of 2002, announced earlier this year that it had set up as a placement agent, entering into a partnership with UK firm Helix Associates.

Fallick said Freedman would focus on Principle's placement business, assisting Australian fund managers with raising money from domestic and international investors, as well as also assisting in Australian fund raising for offshore manager clients of Helix. Freedman joins Lachlan Douglas as an associate director of Principle.

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