



## **Media Release**

### **New Executive Appointment at East and Partners**

(Sydney – 19 March 2003) Banking industry analyst, East & Partners, is delighted to announce the appointment of Rita S. Lim to the firm in the role of Regional Director - Asia.

Rita has an extensive banking background, particularly in the areas of Treasury and Debt Capital Markets. Her experience in Asia spans trading, sales, research, portfolio management, and product development within the corporate and institutional markets, with some of the world's major international investment banks.

This appointment signals the continuing strategic expansion of the East's highly regarded banking research in the Asian region and substantially enhances the firm's capabilities in providing direction and advice for our clients in these markets.

Rita's primary tasks are to build on East's existing relationships with clients in Asia and to develop new client partnerships throughout the region. In particular, she will introduce and extend East's existing core research products and services, while identifying and responding to new areas of client needs to complement the firm's core research and consulting services.

Rita will be working closely with the firm's Senior Executive Consultant, Richard Headley, in delivering further value to East's Asian clients.

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