



23 July 2015

Liontrust partners with Oxford United in three-year sponsorship deal

Liontrust Asset Management Plc has become the Principal Partner for Oxford United football club for the next three seasons.

As well as the company's logo featuring on both the home and away shirts, Liontrust will be supporting a wide range of community initiatives via the Oxford United Community Trust.

Liontrust is a specialist fund management company that was launched in 1995 and manages money on behalf of private investors, professional investors and institutions. Liontrust's fund managers are independent thinkers and focus on investing in those areas where they have particular expertise so they can strive to add value to clients' investment portfolios.

Simon Hildrey, Head of Marketing and Distribution Strategy at Liontrust, said:

"Liontrust is proud to be partnering with Oxford United FC through our three-year sponsorship. Discussions over several months have shown that we share a vision to bring about social change and we have been very impressed by Oxford's commitment to building a strong and effective Community Trust at the heart of their football club.

"We have also been attracted by Oxford United's proud history, great potential and the strategy that Darryl Eales, Mark Ashton and the rest of the management team are implementing to achieve sustained success.

"Liontrust is wholeheartedly committed to driving community engagement while raising financial awareness throughout society. We selectively collaborate with like-minded organisations to create opportunities for vulnerable children and young people through education, sports and finance."

Oxford United Chief Executive Officer Mark Ashton added:

"We are excited to be working so closely with Liontrust. Throughout our conversations, it has been abundantly clear that we share a very similar set of values and beliefs, with a focus

on community activity and a desire to work together to improve the lives of the people of Oxfordshire.

“I’d like to take this opportunity to formally thank Liontrust for their fantastic support as we look forward to a bright and prosperous future partnership.”

The new Oxford United home kit will be launched tomorrow with the away kit unveiled in the coming days. Both will be available to pre-order ahead of the start of the new season.

-ENDS-

For all the latest news on [Liontrust’s partnership](#) with Oxford United:

Follow us on Twitter: [@LiontrustHeroes](#)

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Notes for Editors:

Liontrust Asset Management, which was launched in 1995, is an independent fund management group whose shares are quoted on the London Stock Exchange. Liontrust manages £4.6 billion (as at close of 20 July 2015) in UK, European, Asian and Global equities, Global Credit and Multi-Asset.

Liontrust has been named by the London Stock Exchange Group as one of the 1,000 companies to inspire Britain in 2015. These are the “UK’s most exciting and dynamic small and medium-sized businesses”.

Liontrust is proud to be sponsoring ZSL’s Lions500 campaign to protect the last remaining Asiatic lions in the wild as well as building a new conservation breeding centre for this courageous and incredible animal. We have huge admiration and respect for ZSL’s devotion to the worldwide conservation of animals and their habitats.

Liontrust is also proud to be supporting Richard Farquhar’s Walking the Courses to raise money for Pancreatic Cancer and Racing Welfare. Over the course of 13 months from March 2015 to April 2016, Richard will walk between all 60 racecourses across mainland Britain.