

Goodbye Financial Express, hello FE - Investment International

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Financial Express has changed its name to FE to reflect its evolution from its data heritage to its position as a leader in helping people to make better investment decisions.

The company has also adopted the strap line of 'be better informed' to illustrate a greater emphasis on the interpretation of fund information, assisting financial advisers and private investors to select investments that fit their needs.

FE will be added to all products and services within the company's stable to create a more visible link between them. As such, the award winning fund research and analysis tool, Analytics, will be rebranded FE Analytics while the investment data and research website Trustnet will become FE Trustnet.

FE has grown rapidly since its launch in 1996, both in terms of its international presence and by volume of clients. It has opened offices in Hong Kong, Singapore, India and the Czech Republic. Over half of the top 100 IFAs are using FE Analytics, while FE supplies data to all the main fund supermarkets.

The company's fund and manager ratings, which are being renamed FE Crown Fund Ratings and FE Alpha Manager Ratings, respectively, have proved useful and popular in tools for fund selection and analysis. IFAs also have frequent recourse to FE's fund, manager and group factsheets.

The new logo and yellow corporate colour will be consistent across FE's operations internationally, creating a homogenous brand in all markets in which FE has a presence.

'This marks an exciting stage in our corporate development as we launch our new brand and identity. When we started the business back in 1996 our core product and speciality was fund data. Over a decade later, we offer a much broader set of award winning products ranging from Trustnet, Analytics, Investegate, Crown Fund and Alpha Manager Ratings and webtools to the automated production of investment documents for many well know and prestigious fund management groups. In other words, a range of products that really can help investors make better investment decisions,' said FE managing director Michael Holland.