

FINAL DRAFT:

RICHARD SERMON
Hon. FCGI, FCIS



Richard Sermon first became involved with the City of London and the Livery at the age of sixteen when he was apprenticed to the Master of The Wheelwrights' Company, Sir Murray Fox \Who served as Lord Mayor in 1974/75. Richard became a Freeman and Liveryman in 1969 and served as Master Wheelwright in 2000/01. Having qualified as a Chartered Secretary in 1972, he also became one of the first Liverymen of The Chartered Secretaries' and Administrators' Company upon its formation in 1978 and served as Master in 2006.

After training as a Chartered Secretary at Trust Houses Group Limited and an early career as Company Secretary of Crest Hotels Limited, the hotel division of Bass pic, Richard became Finance Director and Company Secretary of Good Relations Holdings Limited, a public relations group, in 1974. Later he became co-founder of Shandwick Consultants Limited in the City of London in 1979 and was one of the two vendors to the market at the flotation of Shandwick pic in 1985. Over the next ten years Shandwick became a global market leader in the public relations sector. Richard was successively Chief Executive of the group's UK and European businesses and subsequently became Chief Executive of Shandwick International with responsibility for handling international clients. From 1992 to 1996, he served additionally as Public Relations Advisor at Goldman Sachs International. He formed Gryphon Corporate Counsel Limited in 1996 and started to develop a portfolio of non-executive interests and charitable involvements, serving as non-executive Chairman of Shandwick Consultants Limited until 2000.

Richard is a former non-executive member of the Management Board of The Defence Academy of the United Kingdom and non-executive Chairman or director of a number of private companies. He previously served as Senior Independent Director of Jardine Lloyd Thompson Group pic, a non-executive director of China Eastsea Business Software Limited, Newmond pic and of The Defence Storage and Distribution Agency.

Richard is also actively involved in the charitable and not-for-profit sector. He is currently a Vice President of Providence Row, Joint Honorary Secretary of The City and Guilds of London Institute and Chairman of The Home Improvement Trust. He is a Trustee of The League of Remembrance and of The Face Trust. He previously served for twelve years as Chairman of The Federation of London Youth Clubs.

He became a Fellow of The Institute of Chartered Secretaries and Administrators in 1972 and was awarded an Honorary Fellowship of The City and Guilds of London Institute in 2003. He is a Visiting Professor at the Cass Business School.

Elsewhere in the City, he is a member of the Royal Society of St George, a Board Member of The London Chamber of Commerce and Industry, a member of The City of London Club, The City Livery Club (and Livery Lounge Party) and The Walbrook. He is a Churchwarden of St Mary-at-Hill.

Richard and his wife, Rosemary, were married in 1970, live in the Barbican and at Aynho in Northamptonshire and have two adult children and two grandsons.

Promoted and published by Ian Richardson, 90 Montagu Mansions, Marblebone, London W1U 6LF on behalf of Richard Sermon, 45 Andrewes House, Barbican, London EC2Y 8AX

Current Appointments:

Gryphon Corporate Counsel Limited

Chairman

(1996- to date)

Private holding company for personal Consultancy and business interests providing Board level advice on strategic management issues and business development. Also Chairman of a portfolio of subsidiary, associated and related private companies involved in communications, corporate governance, executive search and international trade development and including three "stmlups", a "buy and build" and a "management buy-in".

The PBN Company

Non-Executive Director

(2004 -to date)

A non executive director of the US holding company of The PBN Group a leading government and trade relations consultancy with operations in the US, UK, Russia, Khazakstan, Latvia, Moldova, and Ukraine.

The Defence Academy

Non-executive Member of the Management Board

(2007 to date)

The Defence Academy is responsible for post graduate education for members of the UK Armed Forces and MoD civil servants. It is the MoD's primary link with UK universities and international military education.

Previous Non-executive Appointments:

China Eastsea Business Software Limited

Non Executive Director

(2008 - 2009)

China Eastsea Business Software Limited is an AIM listed company providing information technology and business process outsourcing services, IT consulting and project services to clients in the petrochemical, petroleum, power and telecommunications industries, as well as to Ministries, State Authorities, Municipalities, agencies and other organisations throughout the government sector in China.

Jardine Lloyd Thompson Group plc
Senior Independent Director
(1995-2005)

One of the world's largest insurance broking firms, quoted on The London Stock Exchange, a top FTSE 250 company. Member of the Audit & Compliance, Remuneration and Nominations Committees.

The Defence Storage and Distribution Agency
Non-Executive Director
(1999 – 2006)

A Ministry of Defence Agency responsible for logistical support services for all three services and munitions. Member of the Audit and Assurance Committee.

Newmond plc
Non-Executive Director
(1996 – 2000)

Holding Company for £300m management buy out of Williams Holdings building products businesses, including Rawlplug, Heatrae and Valor. Successfully reorganised and merged to form Baxi Group as a European market leader in the water heating sector.

Previous Executive
Appointments:

Shandwick International plc
Chief Executive : International
(1979-1996)

Non-Executive Chairman of Subsidiary
(1996-2000)

Co-founder and Chief Executive of Shandwick Consultants in 1979.

A main board director of Shandwick plc and one of the two "vendors to the market" upon the group's flotation in 1985. Successively appointed as Chief Executive of the UK, European and International divisions prior to a successful £100m sale of group to Interpublic in 1998.

Goldman Sachs International

Public Relations Advisor

(1992 – 1996)

Seconded to report to the Chairman initially to manage the firm's exposure to the Maxwell issue and subsequently to establish a Europe-wide corporate communications function.

Good Relations Group Limited

Deputy Chairman

(1974-1979)

Group Finance Director, Managing Director of financial public relations subsidiary and subsequently Deputy Chairman of the Group.

Crest Hotels Limited

Company Secretary

(1969-1974)

Assistant and later Company Secretary of the international hotels division of Bass plc (now Intercontinental Hotels Group).

Trust Houses Group Limited

Company Secretarial Assistant

(1968 – 1969)

Trainee in the Company Secretarial department.

Other Interests:

London Youth

Chairman

(1996 - 2008)

Deputy Chairman

(2008 to date)

London Youth is a network of almost 400 youth clubs serving 75,000 young people across the Capital providing training for around 700 youth workers each year, funding opportunities for more than 1000 volunteers and giving over 13,000 young people a challenge at its training and outdoor centres.

The Home Improvement Trust

Chairman

(1997 to date)

A founding director of this 'not for profit' company, (supported initially by The Office of the Deputy Prime Minister), formed to assist elderly homeowners to obtain equity release funding for repairs and improvements to enable them to stay in their own homes, working in partnership now with 106 local authorities throughout the UK.

The City and Guilds of London Institute

Joint Honorary Secretary

(2004 to date)

Councillor, Member of the Executive Committee

(1996 to date)

An internationally respected educational awarding body specialising in vocational qualifications.

Honours:

Honorary Fellow of The City and Guilds of London Institute (Hon FCGI)

Academic Appointments:

The Cass Business School

Visiting Professor in Corporate Governance
(2008 to date)

The Cass Business School is a leading UK business school based in the City of London

Education:

Nottingham High School

(1955 -1963)

Fellow of the Institute of Chartered Secretaries and Administrators (1972)

Fellow of the Chartered Management Institute

Fellow of the Chartered Institute of Public Relations

Member of the Investor Relations Society