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CEFEX[®], THE CENTRE FOR FIDUCIARY EXCELLENCE, ACHIEVES BREAK-OUT YEAR IN 2018 WITH 23% GROWTH

CEFEX has Certified more than 240 Organizations, in Eight Countries, which Cumulatively Oversee \$500 Billion in Assets

PITTSBURGH, PA (January 17, 2019) – CEFEX, the Centre for Fiduciary Excellence, LLC, an Fi360[®] company, is pleased to announce its biggest year of growth to date in terms of new certifications, international expansion, executive team appointments and reputation branding. An independent global assessment and certification organization founded in 2006, CEFEX works closely with investment fiduciaries and industry experts. As of January 2019, CEFEX has issued more than 240 certifications in eight countries. CEFEX certification provides comprehensive assessment programs to promote fiduciary excellence and improve risk management for institutional and retail investors which helps establish the trustworthiness of investment fiduciaries and fiduciary support service providers.

“It is an honor to report that our certifications continue to grow as trust, accountability and transparency remain important values for investment fiduciaries, recordkeepers and TPAs,” shared Carlos Panksep, Managing Director, CEFEX. “The voluntary adherence to our rigorous, best practice standards, helps certified firms distinguish themselves and enhance their reputations amongst institutional and individual clients.”

CEFEX milestones achieved in 2018 follow:

- 42 new certifications
- Assets under management at certified firms just over \$500B USD
- Certifications in eight countries, across four continents
- Expanded executive team: Blaine Aikin appointed Executive Chairman; Leslie Padilla as Marketing & PR Director; and Kate McBride as Steward Product Director
- Launch of proprietary marketing portal and formalized brand guidelines for certified firms to share their adherence to standards of fiduciary excellence

The CEFEX assessment process is based on the international standard, ISO 19011: Guideline for quality management system auditing. The assessment is evidence-based, and all work is reviewed by the CEFEX Registration Committee to ensure impartiality and consistency. The assessment typically includes document review, client file sampling, on-site visits and interviews with senior representatives at the firm. The assessment is conducted by [CEFEX Analysts](#) who must hold the Accredited Investment Fiduciary Analyst[®] designation. Additionally, for recordkeeping and administration certifications, a professional designation from the American Society of Pension Professionals & Actuaries (ASPPA) is required. CEFEX Analysts maintain annual assessment training.

The CEFEX certification standards are substantiated in laws, regulations, and professional best practices and are organized according to a four-step management process. The steps are analogous to the global ISO 9000 Quality Management System standard, which emphasizes continual improvement in a decision-making process.

The standards for CEFEX certifications for advisors, managers, stewards, recordkeepers, TPAs and support organizations can be downloaded from CEFEX at www.cefex.org.

About CEFEX®:

CEFEX, Centre for Fiduciary Excellence, LLC, an Fi360® company, is an independent certification organization. CEFEX works closely with industry experts to provide comprehensive assessment programs to improve the fiduciary practices of investment stewards, advisors, recordkeepers, administrators and managers. CEFEX is based in Pittsburgh, PA. Connect to CEFEX via [Twitter](#) or [LinkedIn](#).

About Fi360®:

Fi360, a fiduciary education, training and technology company, helps financial intermediaries use prudent fiduciary practices to profitably gather, grow and protect investors' assets. Since 1999, the firm has provided financial professionals with the tools necessary to act as a fiduciary in their work with investors. Headquartered in Pittsburgh, PA, Fi360 is the home of the Accredited Investment Fiduciary® (AIF®) designation, the Fiduciary Focus Toolkit™ and the Fi360 Fiduciary Score®. Fi360 is also the parent company of CEFEX. Learn more at www.Fi360.com, via [Twitter](#) or on [LinkedIn](#).