

The **Financial Services Authority** ("FSA") of the United Kingdom would like to alert all recipients that:

**First Initial Asset Management**  
**56-61 Tabernacle Street**  
**London EC2A 4AA**

is **NOT** authorised under the Financial Services and Markets Act 2000 ("FSMA") to carry on a regulated activity in the United Kingdom. Regulated activities include, amongst other things, advising on investments and dealing and arranging deals in investments ("investments" include stocks and shares).

They purport to be based in the UK, however this is false. We believe they are based overseas.

The FSA believes that this organisation may be targeting UK customers. Therefore, we have added this firm to our list of unauthorised overseas firms operating in the United Kingdom. This list can be found at:

**<http://www.fsa.gov.uk/pages/Doing/Regulated/Law/Alerts/overseas.shtml>**

We note that the firm also has a website, [www.firstinitialassetmanagement.com](http://www.firstinitialassetmanagement.com).

If you have any further questions on this matter please email our Consumer Contact Centre at [consumer.queries@fsa.gov.uk](mailto:consumer.queries@fsa.gov.uk), or alternatively by telephone on 0845 606 1234. Overseas callers can contact us on (+44) 20 7066 1000.