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## **SEI Names Brent Bell Head of Asset Management Distribution for Asia**

### **Strengthened Regional Presence Underscores Commitment to Serving Asia-Based Investors**

HONG KONG, CHINA -- (Marketwired) -- 02/17/16 -- SEI (NASDAQ: SEIC) announced today the appointment of Brent Bell to Head of Asset Management Distribution (AMD) in Asia. This appointment supports SEI's commitment to Asia and underscores ambitions to provide best-in-class solutions for Asia's investors. In this role, Bell will be responsible for developing and maintaining strategic relationships with large distribution partners, driving sales and revenue growth, and managing AMD's strategic sales plan in Asia. He will be based out of SEI's Hong Kong offices and report to Kevin Barr, Head of SEI's Investment Management Unit.

"Brent's expertise in asset management and previous work building out businesses in Asia makes him the ideal individual to grow our presence in the region," said Barr. "As SEI continues to expand its presence internationally, and specifically in Asia, we understand local knowledge, relationships and experience are critical. We're confident that under Brent's leadership we will deliver even better solutions and results for our clients in Asia."

Bell has more than 20 years of management experience in the financial services industry, most recently serving as a consultant supporting clients' distribution strategies in Asia from 2013 to 2015. Prior to his consultancy role, Bell was managing director and head of Asia for Genworth Financial's Lifestyle Protection business, where he drove the company's expansion into markets across the Asia region. Before joining Genworth in 2011, Bell spent nine years with MetLife in a variety of leadership positions throughout Asia. In his final role at MetLife, he served as vice president and head of Affiliate Business in Asia Pacific. He took that position following his responsibilities as chief executive officer of MetLife's Beijing-based life insurance joint-venture, Sino-US MetLife Insurance Company Limited. Prior to MetLife, Bell served in various roles at AIG.

"The innovation and expertise SEI provides clients is incredibly well-suited to the Asia market," said Bell. "I look forward to playing a role in delivering SEI's asset management solutions across the region, and strategically growing the company's footprint."

For more information about SEI's Asia operations, please visit: <http://www.seic.com/zhHK/>.

***About SEI***

SEI (NASDAQ: SEIC) is a leading global provider of investment processing, investment management, and investment operations solutions that help corporations, financial institutions, financial advisors, and ultra-high-net-worth families create and manage wealth. As of December 31, 2015, through its subsidiaries and partnerships in which the company has a significant interest, SEI manages or administers \$670 billion in mutual fund and pooled or separately managed assets, including \$262 billion in assets under management and \$408 billion in client assets under administration. For more information, visit [seic.com](http://seic.com).

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