

PRESS RELEASE

Friday 16th September 2011

Platform One Launch Event

Platform One, the UK and international wrap service aimed at high net worth clients and the Financial Advisers or Family Offices that advise them, held its launch event on August 12th 2011 at Fortnum & Mason, Piccadilly.

The Gallery Restaurant at Fortnum & Mason's provided the backdrop for the event, which was attended by around 80 partner firms, financial advisers, product providers and investors. The unique venue and Fortnum & Mason's famous canapés proved very popular. The location also enabled guests to indulge in a little late-night shopping before the event began.

The service is authorised by the FSA and able to offer its services throughout the European Economic Area.

In his speech the **Platform One Chairman, Charles Cary-Elwes**, outlined Platform One's aims and objectives for 2012 and beyond. He also spoke of his excitement at being part of the first Wrap platform to serve the high net worth market and to offer an international service.

Throughout the evening, Platform One management and staff were on-hand to provide demonstrations of the service and answer any questions. Representatives of the six founding Partner firms were also in attendance.

"We were pleased that so many financial advisers, product providers, investors and supporters of Platform One were able to come to the launch. We look forward to working with them in the future to make Platform One a unique and highly successful high net worth and international platform." said **Managing Director Michael Fordham**.

Guests were each given a gift pack to take away which included information on Platform One and a selection of Fortnum & Mason confectionary.

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Notes for Editors:

- Platform One has been established by a group of investment companies and advisory firms with a shared vision of establishing a premium Wrap service for high net worth clients and their advisers. The founding partners are The WAY Group, London & Colonial, Ward Goodman Financial Services, Section 615 Ltd, European Pensions Management and Cheviot Asset Management.
- The platform service is aimed at top tier adviser firms and multiple Family Offices. It provides high levels of service that properly supports the adviser firm's premium clients. Its philosophy is to serve and protect for the adviser their most valued clients which normally account for the major proportion of the firm's ongoing income.
- Platform One is a "whole of market" platform that also provides access to specialist products and services that are suitable for high net worth clients. These typically include IHT planning and specialist trusts, flexible pension provision and open annuities, offshore pensions investments, asset protection and bespoke discretionary management. The Platform One service provides many of these specialist products and services as well as access to a wide range of other open architecture products available in the market.
- Uniquely the company also offers both a UK and genuine International service that enables advisers with clients based overseas or UK clients with overseas investments such as QROPS to be served by a single platform. For adviser firms based overseas with expat and international clients, the platform provides an English language services and support as expected of UK platforms.
- A key feature of Platform One is the support it offers the advisers to record and maintain "non-custody" assets usually held by high net worth clients. These investments often represent a significant proportion of such clients' wealth and will typically include UK and international property, yachts, jewellery, and high performance cars, equine bloodstock as well as specialist investments in LLPs, EIS and unquoted shares.
- The company has outsourced the underlying investment administration and custody for the UK service to Investment Funds Direct Limited, a proven investment administration service that provides the Ascentric Wrap service and also supports platform services for a number of other UK investment businesses.
- The outsourced investment administration partner for the International service is Moventum of Luxembourg and the custodian is Banque de Luxembourg. This enables Platform One to deliver a true International service with an offshore custodian bank. Platform One provides all the client and adviser servicing, adviser support and the online access for both clients and advisers. For internationally based firms, these services will also include English language support and English documentation.