

PRESS RELEASE

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**Platform One launches a
Commission-based GLOBAL Wrap service**

Platform One, the UK and international Wrap service for financial advisers and family offices with high net worth clients, today announces the launch of the Platform One **GLOBAL SERVICE**.

The new service provides a platform for international advisers who want to operate a traditional, commission-based revenue model.

“The Platform One Global Service will address a major requirement in the international market for a commission-based platform,” said managing director, Michael Fordham.

“The new service will complement our existing International Service which supports adviser firms using an RDR style, fee-based model with client agreed remuneration,” he said.

Responding to advisers’ calls for a choice of commission structures that provide different levels of remuneration and different charging options for the client, Platform One has tailored the service accordingly.

The options include the ability to maximise the adviser’s initial and annual commissions from funds - a unique feature across existing offshore platforms.

Platform One’s Global Service will use Moventum SCA of Luxembourg as its offshore service provider. Moventum also provides the underlying service for Platform One’s International Service. The two companies have been working closely to enhance their combined English Language services to advisers in the international market.

In addition to the new Global Service, Platform One has introduced a tiered client charging structure for its International Service platform. The initiative ensures Platform One's International service will be one of the most cost effective platforms for high net worth clients.

Platform One has also recently introduced an online "Portfolio View" that enables advisers to see their clients' entire portfolios including both onshore and offshore products and any off-platform assets.

Charles Cary-Elwes, Platform One's chairman, announced the new service saying:

"Platform One recognises that international advisers operate across a wide range of markets and consequently require a range of remuneration packages. The new Global Service underscores Platform One's commitment to meeting the needs of International Advisers by providing a commission based platform that offers high levels of service and English language support."

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Notes for Editors:

- Platform One is an online investment "Wrap" platform which serves the premium segments of both the UK and offshore advised markets (estimated to represent around £200bn and £50bn respectively).
- Platform One provides a whole of market Wrap providing access to specialist products and services that are suitable for high net worth clients. These include IHT planning products, specialist trusts, international pensions, open annuities, and bespoke discretionary management.
- Uniquely the company also provides both UK and International services for adviser firms based in the UK or overseas. This combined service also enables clients holding both UK and offshore products such as international bonds and QROPS to be served by a single platform. For offshore adviser firms with expat and international resident clients, the platform provides an English language services and high levels of support.
- Platform One was launched by a group of investment companies and advisory firms in August 2011 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 Wealth Management, Section 615 Ltd, European Pensions Management and Cheviot Asset Management.

- Platform One is fully authorised by the FSA as a Wrap service and is MiFID passported throughout the European Economic Area (EEA).
- A key feature of Platform One is the facilities it provides to record “off-platform” assets often 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, art, wine, equine bloodstock as well as specialist investments in LLPs, EIS and unquoted shares.
- The outsourced investment administration partner for the International and Global service is Moventum SCA of Luxembourg and the custodian is Banque de Luxembourg. Platform One provides all the English language adviser servicing and support and also the online access for both clients and advisers. The two companies are collaborating to further develop their services for the Anglo-Saxon market.