

Press Release

London & Colonial announces second platform partnership.

Following on from the launch of their latest two product offerings, the Multi-Platform SIPP and Multi-Platform Open Annuity, London & Colonial have just announced AXA Wealth's Elevate platform as the latest addition to their growing range.

David Thompson, Managing Director of Marketing and Distribution, AXA Wealth, said:

'Elevate has grown considerably since its launch almost five years ago and currently has £5bn of assets under management. Partnering with London & Colonial, who are a successful provider with an impressive track record when it comes to the development of innovative new retirement solutions, will give advisers further flexibility as they move towards the RDR. The launch of London & Colonial's new Multi-Platform SIPP and Multi-Platform Open Annuity, when combined with our extensive choice of over 3,000 funds and 140 fund managers, will satisfy a wide range of clients' needs'.

Adam Wrench, Head of Product and Business Development at London & Colonial said:

"Although historically aimed more toward the high net worth individual, ongoing changes within the financial markets have led us to a conscious decision to start making London & Colonial's innovative range of retirement solutions more accessible to a wider audience.

In addition to continuing to satisfy the requirements of our traditional client base, this recent move towards addressing the needs of the more mainstream market, with the launch of our latest two new Multi-Platform offerings, is a natural progression for London & Colonial; as we continue to evolve, and grow rapidly, whilst fully embracing any suitable opportunities as and when they present themselves, so as to continue building still further upon our past success.

We are thrilled to welcome Elevate as the latest addition to the increasing number of Platforms that we are currently able to offer, and with access to their greater choice of funds, and extensive range of underlying investment opportunities, we are confident of the future success of our Multi-Platform SIPP and Multi-Platform Open Annuity.

The online guided architecture and model portfolio functionality on AXA Wealth's Elevate platform make it far easier for IFAs to choose those funds most suited to their clients. With the extensive and diverse range of options available, combined with their powerful analysis and reporting tools, the result is a range of funds that are not only designed to meet the requirements of the most diverse of investors, but are focused enough to help simplify their investment decisions."

Having taken some of the key elements from their existing product range, London & Colonial's new Multi-Platform SIPP and Multi-Platform Open Annuity can offer clients excellent investment opportunities across a selection of some of the best platforms available within the market place today; and in doing so they have created a range of affordable products, ideally suited to those clients who are positioned more toward the beginning of their financial journey.

With an already established reputation as a specialist SIPP provider, this move towards catering for the more mainstream market has been driven in part by the increased demand for such products from IFAs, in light of the escalating levels of regulation and scrutiny currently being exerted by the FSA and HMRC.

The new Multi-Platform SIPP and Multi-Platform Open Annuity provides clients with a powerful investment proposition that can flex according to their changing circumstances; and with the AXA Wealth Elevate platform being but one of a number of carefully selected platform providers currently available to investors, London & Colonial are rapidly positioning themselves as a key player within this market place when it comes to service, price and product innovation.

For further information about these, or any of their other product offerings, call 0203 640 6840.

Notes to Editors:

About London & Colonial

London & Colonial specialises in self-invested products for both UK residents and persons resident overseas.

The London & Colonial Group includes

- (1) London & Colonial Holdings Limited – UK parent company
- (2) London & Colonial Services Limited which is regulated by the UK Financial Services Authority and operates SIPPs and SSASs
- (3) London & Colonial Assurance PLC which is regulated by the Gibraltar Financial Services Commission (matching UK standards) and which offers Open Annuities, QROP Annuities and Open Offshore Bonds
- (4) L&C (Administration Services 2) Limited and London & Colonial (Trustee Services) Limited which are both based in Gibraltar and offer the EU SIPP.

www.londoncolonial.com

About AXA Wealth

AXA Wealth, Winterthur Way, Basingstoke, Hampshire, RG21 6SZ. Telephone number: 01256 470707. As part of our commitment to quality service, telephone calls may be recorded.

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