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Platform One
a premium service for private investors

INTRODUCING PLATFORM ONE

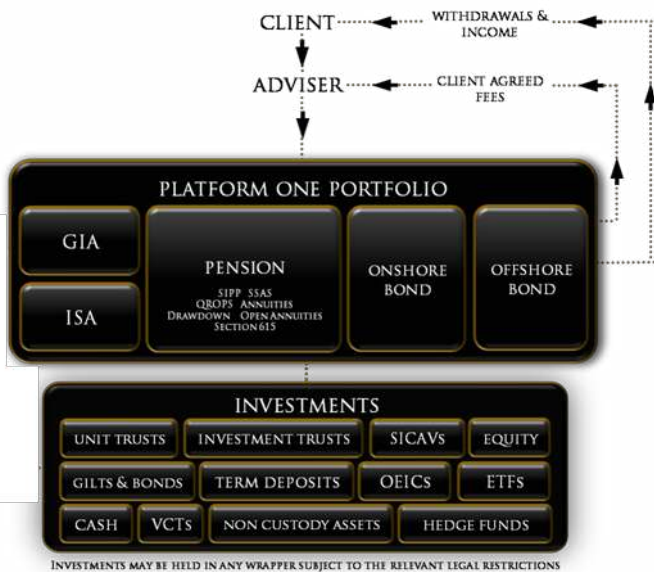
Platform One is an online service that enables you to hold your investments in one place so that you can see them clearly and monitor their performance easily. This offers a more efficient alternative to your investments being held by a number of different companies, each with their own account numbers and paperwork.

The service also gives you the ability to obtain discounts and cost savings when purchasing funds or shares. In addition, you are able to obtain valuations, portfolio downloads, trade details and tax return information at the press of a button.

From your adviser's perspective, Platform One allows them to manage and monitor your investments more effectively. This enables them to concentrate on what's important - providing financial planning that is pertinent to you and maximising the performance of your investments. They will also agree their charges with you, and not be paid fees by product providers. This ensures that your adviser is managing your investments impartially and in your best interests.

HOW IT WORKS

Your money can be invested in a wide range of funds and equities, within a variety of tax wrappers (ISA, Pension, Offshore Bond, etc). Platform One takes care of all the administration and delivers the information online to both you and your adviser.



THE BENEFITS

Platform One has been designed to cater for substantial private investors, giving your adviser access to specialist products and services that allow you to get the most out of your investments.

Benefits include:

Online access to your investments, 24 hours a day, 365 days a year

Extensive selection of funds and wrappers, all held in one place

Paperwork is kept to a minimum and available online

View current and historic valuations at the press of a button

Reduced fund charges when purchasing investments

Based in the UK with no call centres, available 7 days a week

Platform One offers comprehensive online tools, unrivalled levels of service and great value for money.

"For those who have acquired wealth, often by years of personal endeavour, the preservation of that wealth and its investment for the future is always a primary concern. Platform One is there to facilitate these objectives and to enable such individuals and their advisers to manage and monitor their investments effectively."

Michael Fordham
Managing Director

For more information about Platform One and how we can help with the management of your investments, please speak to your financial adviser or visit our website at www.platform1online.com