



## **JOINT PRESS RELEASE**

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# **Platform One and the Seed EIS Platform announce a combined service for advised HNW clients**

**Platform One**, the UK and international Wrap service for financial advisers and family offices with high net worth clients, and the **Seed EIS Platform**, the online meeting place for business owners and investors looking for Seed EIS opportunities, today announced the launch of a new, integrated service.

The combined service from Platform One and the Seed EIS Platform makes the finding, selection and holding of Seed EIS investments a lot easier for sophisticated investors and their advisers.

The Seed EIS Platform sources investment opportunities that qualify for the 50% tax relief and potentially up to a further 28% saving on CGT under the Government's new initiative to help finance start-up companies. The service enables advisers to locate qualifying Seed EIS (SEIS) investments for their clients and gain them these very advantageous tax reliefs.

The Seed EIS Platform was founded by a group of experienced investors in small cap and start-up firms. The company was created to help bring investors and business owners together in what is probably the best opportunity for British entrepreneurship to develop and expand.

Mark Insley, CEO of Seed EIS Platform, said: "by combining the complementary services of the Seed EIS Platform and Platform One we have created a unique online facility that will support UK financial advisers wishing to help their high value clients benefit from the Seed EIS opportunity. It

will also enable the adviser and the client to hold and track their SEIS investments easily.”

Conservative MP, Brooks Newmark, who is a passionate supporter of the Seed EIS scheme, said: “On my regional tour to launch the Seed Enterprise Investment Scheme, I was hugely encouraged by the positive reaction with which this scheme was greeted. From Manchester to Leeds to Liverpool to Newcastle to Edinburgh and Glasgow I spoke to many local entrepreneurs, investment professional, angel investors and financial advisors to garner enthusiasm for this fantastic investment opportunity.”

“At a time when access to capital is difficult especially for start ups, Seed EIS provides highly attractive tax incentives to help new businesses get off the ground, creating growth and jobs for UK plc.”

Michael Fordham, Managing Director of Platform One said: “Both our companies are very pleased to be able to help small businesses obtain the finance they need to start and grow. This new source of funding available via Seed EIS is particularly important at the moment as the traditional sources of finance for such companies have almost dried up.”

“The new service will also help UK advisers locate and select the right SEIS investments for their high value clients and obtain the significant benefits of SEIS”, he added.

The link between the two companies will also enable advisers to track what SEIS investment companies their clients are interested in and to hold the unquoted investments on a platform with all their other assets.

Charles Cary-Elwes, Platform One’s chairman, announced the new offering saying: “Platform One understands that UK advisers with high net worth clients face additional challenges to meet their clients’ need for comprehensive financial planning. Our new service in conjunction with the Seed EIS Platform gives them access to SEIS opportunities and underscores Platform One’s commitment to helping advisers meet the specialist needs of such clients.”

**ENDS**

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## **Notes for Editors:**

- The UK Government's 'Seed Enterprise Investment Scheme' was announced in the Autumn Statement of 2011 and gained "Royal Assent" in the July 2012 Finance Act. This new initiative is intended to facilitate finance for start-up companies unable to obtain traditional finance and to indirectly help create growth and jobs in the UK economy.
- The Seed EIS Platform was founded by a group of experienced investors in small cap and start-up firms to create an online forum for potential investors and the owners of small businesses to meet. It provides an important online service for those looking to invest in start-up British companies and gain generous tax relief. On the other side, it supports start-up companies and small businesses looking for funding to grow and expand their operations.
- The Seed EIS Platform uniquely sources only those SEIS opportunities that qualify for 50% tax relief and potentially up to a further 28% saving on CGT under the government's new 'Seed Enterprise Investment Scheme' announced in the Autumn Statement of 2011.
- The Seed EIS Platform has already successfully funded 5 trial projects and now plan to take this to the next level via the Platform and aim to make a real a difference to the UK economic recovery.
- Business Owners are helped to bring their ideas to market and create a "business proposal" in order to raise capital for their businesses. Investors are able to create a profile with their investment preferences so that they can receive notification of SEIS opportunities that meet their specific criteria.
- 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). It provides a whole of market Wrap platform including access to specialist products and services that are particularly suitable for high net worth clients.
- Uniquely the company provides both UK and International services for adviser firms based in the UK or overseas. These services enable 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 internationally 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 FS, s615(6) Limited, European Pensions Management Ltd and Cheviot Asset Management.
- Platform One Limited 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.