

Platform profile Platform One

Platform Name: Platform One ● **Registered:** UK ● **Custody location:** UK and Luxembourg ● **Languages:** English ● **Funds available:** Over 6,400
 ● **Financial backers (main shareholders):** Six partner firms plus private investors, management and staff ● **Profits/losses in the last three years :** Platform One was launched in August 2011, first full year of trading in 2012. Business plan anticipates profitability will be achieved in 2015 ● **Staff (no.):** Seven, plus 300 outsourced administrative staff ● **Contact details:** Platform One, Cedar House, 3 Cedar Park, Cobham Road, Wimborne, Dorset BH21 7SB ● **Telephone:** +44 (0) 845 366 5445
 ● **Email:** clientservices@platformonline.com ● **Website:** www.platformonline.com

Business proposition summary

Platform One offers three services, each of which delivers a secure, high quality investment platform, with access to a wide range of products, funds and services. The UK service is available to authorised UK and offshore advisers requiring a platform for client assets held in the UK. The International service is offshore to the UK and provides a multi-currency, client agreed fee charging service with commissions rebated to the client. The Global service is offshore to the UK and offers a traditional commission service with no explicit adviser charges.

Functions

Client accounts does the platform offer the following?

	Yes	No
Individual	●	
Joint	●	
Charity	●	
Corporate	●	
Trustee	●	
Group pensions and Savings schemes	●	
Do you offer a separate income and capital account?	●	
Do you allow an individual to see all accounts they have access to within one logon?	●	

Do you offer gross and net accounts?	Net and Gross available on UK service. Gross only on International and Global service.
Do you offer a separate income and capital account?	Available on UK service, but not on International and Global service.
Do you allow US citizens and US tax residents on the platform?	Another service designed for this will be launched shortly.
Is your intention to become FATCA compliant?	Exempt 'tax advantaged' products only.

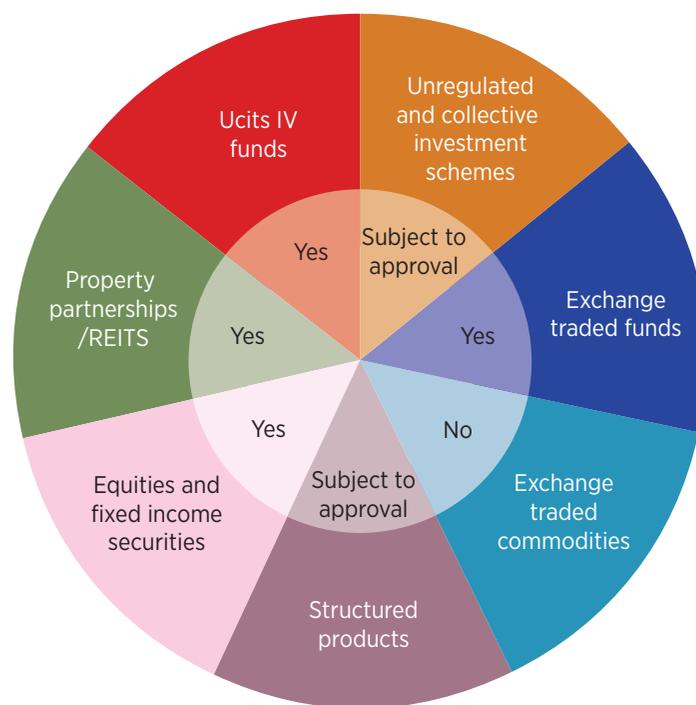
Access for clients, advisers and others

Can the service be accessed via the following?

	Yes	No	Limited
Internet	●		
Smartphones and Blackberrys	●		
iPad	●		

Types of investments

Investments offered



How many funds are available?	Over 6,400 – collectives are regularly added to the platform based on adviser demand.
What share classes are typically available?	Retail and Institutional and new UK 'clean' share classes.

Who has online access to their relevant accounts?

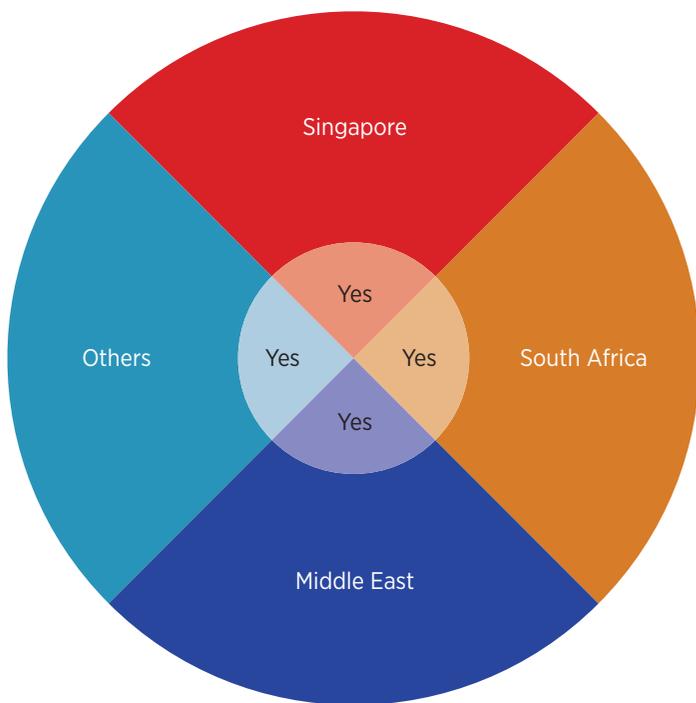
	Yes	No
Clients	●	
Trustees	●	
Product providers	●	
Accountants	●	
DFMs	●	
Companies	●	



“A good wrap should provide an excellent service that adds value for both advisers and clients”

Michael Fordham, managing director, Platform One

Country approved funds



	Yes	No
Can DFMs access the platform to run client money and assets?	●	
Does the platform offer memo/non-custody or off-platform asset facility?	●	

Client and adviser support

	Yes	No
Is support via Skype available?	●	
Do you allow transfers on the platform?	●	
Do you permit transfers off the platform?	●	
Do you provide multi-lingual support?	English service only.	
What additional support do you provide to advisers and clients and others?	Adviser training and support, direct client service support, application form checking and completion, personalised illustrations, assistance with all aspects of new and existing business, free of charge.	

Client and adviser support (cont)

What hours does your telephone support operate?	8am to 8pm GMT/BST Monday to Friday 10am to 4pm GMT/BST Saturday and Sunday Closed on UK Bank holidays.
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Client charging

What sort of charging structures do you have?

	Yes	No	
RDR compliant (UK and international)	●		What are your charges?
Traditional commission-based (global)	●		
Bundled	●		
Unbundled	●		
Semi-bundled global	●		Do any minimums apply?
Dual-charging	●		
UK service 30bps, International service 45bps, dealing charges may apply to both. Discounts are available for £1m plus portfolios. Discounts for family groups on UK service.			
UK - £300 pa. International - €300 pa Corporate - no min.			

Adviser charging

Which of the following do you facilitate?

	Yes	No
Advice fees (UK and international)	●	
Trail commissions and rebates (global)	●	
Upfront charges (all services)	●	
Commission-based international accounts (global)	●	

Jurisdictions and regulation

Which are available?

Excluded adviser jurisdictions	US and FATF listed black or grey countries.
What are the regulatory requirements for advisers?	Must be regulated by body relevant to jurisdiction in which they conduct business. Simplified due diligence requirements for advisers registered in Germany, France, Austria, UK, Guernsey, Jersey, Isle of Man, Malta and Gibraltar.
What regulation does the company hold?	Authorised and Regulated by the Financial Conduct Authority under MiFID and passported throughout the EEA.
Is the company authorised to hold client money and assets?	Yes

Cash accounts

What options are offered?

Standard currencies available	Sterling, dollars, euros, Japanese yen, Swiss franc. All other freely convertible currencies are available as well, but with no interest.
What investor protection applies?	International and Global services - Association pour la Garantie des Dépôts, Luxembourg (AGDL). UK - Investors are entitled to compensation from the Financial Services Compensation Scheme (FSCS).