

PRESS RELEASE

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WAY Group and London & Colonial announce new Wrap

The WAY Group and London & Colonial announce plans to establish a new Wrap service aimed at high net worth clients and the firms that advise them.

The new platform, which will be called **Platform One**, will focus on meeting the needs and expectations of high net worth (HNW) investors and will offer a whole-of-market, open architecture platform differentiated by high service levels and quality customer care for both the advisers and their clients. The platform will also include access to specialist products and services that are suitable for HNW individuals that are not usually available on other platforms. It will serve only the top end of the UK market and the IFA practices that advise this sector.

Ken Wrench, Managing Director of London & Colonial said: "We are very pleased to be partners to this important initiative as there is a clear need for a platform solely aimed at this top tier of the market. Such a Wrap service will also provide a platform suitable for the specialist HNW products available from WAY Group, London & Colonial and other high quality providers.

Commenting on this new initiative, Paul Wilcox, Chairman of the WAY Group said: "Our plan is to establish a Wrap service for advisers that manage clients with over £½m of investments. This will enable them to attract and retain this key segment of their client base, which often contributes the major proportion of the firm's income. We also intend to create a platform that is fully RDR compliant and dedicated to the requirements of HNW clients."

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