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## **PRESS RELEASE**

### **Platform One and FEIFA announce a Partnership**

**FEIFA is pleased to announce a new Partnership with Platform One, the high quality UK and international Wrap service provider that caters for top tier UK financial advisers, multiple family offices, international advisers and specialist product providers.**

Michael Fordham, MD of Platform One, said, “We are delighted to have become a commercial partner to the Federation of European IFAs. We support its aims of providing a strong voice for the adviser community across Europe and beyond, as well as enhancing the services it can provide to FEIFA members and their clients. “At Platform One we provide international Wrap platform services to support advisers in many different jurisdictions and also to suit different types of business models. Our aim is to provide a platform that delivers high quality services for international advisers and their clients around the world. We look forward to working with FIEFA and its members.”

Fee-based solutions, which are RDR compliant, are available from Platform One, as well as a more traditional commission-based alternative for overseas advisers. Created by a group of experienced and influential industry figures, Platform One provides a unique facility that supports all aspects of specialist wealth management, with leading-edge technology working in parallel with premium service delivery standards.

“Platform One seems to understand the value of professional relationships and offers its business partners a bespoke service based on their individual requirements”, FEIFA CEO Paul Stanfield commented. “Its unique range of products and services appear to have been designed to satisfy the needs of even the most sophisticated client. Thus this Partnership should be of real value to many of our member companies, not least as platform and wrap use is definitely increasing in the international marketplace”.

“In choosing a wrap platform we believe advisers and clients will want to satisfy themselves that the operation is run in a proper way that protects their interests”, Fordham explained. “Platform One is fully authorised and regulated by the FCA and passported throughout the member states of the EU, to provide its UK and International wrap services. Furthermore, we place the utmost importance in ensuring the security of investors’ assets, through strategic alliances with highly-rated independent custodians”.

The relationship with FEIFA members will be managed by Rita Solanki, Business Development Manager at Platform One.

FEIFA is a non-profit trade association for English-speaking IFAs based or operating on the European mainland. It launched in August 2009 and has grown very rapidly since then; it now boasts member companies operating in more than 25 European countries, advising on estimated cumulative assets well in excess of €2,5 Billion. The Partnership Programme has created alliances with over 40 companies, all providing potential benefits for FEIFA-member advisers and their clients.