



## PRESS RELEASE

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# Peter Collier appointed Head of Distribution at Platform One

**Platform One**, the Wrap platform serving the HNW clients of UK and International advisers, is pleased to announce the appointment of Peter Collier as Head of Distribution.

Peter has over 15 years' marketing and business development experience in wealth management and financial services, more recently as Marketing Director at Brown Shipley.

Michael Fordham, Managing Director of Platform One said: "Peter's appointment is great news for us. He will have a key role in the continuing development of the Platform One service proposition and brand, both within the UK and internationally. We provide a premium service to our clients and Peter comes with exceptional experience in the distribution of financial services to the high net worth sector".

Peter Collier added "This is an exciting opportunity as Platform One is establishing a distinctive position in the wrap market. Building on the existing brand, developing new services, expanding international reach and effectively communicating to our targets are key challenges that lie ahead. Everyone at Platform One certainly believes in the service offering, a belief that goes to the heart of its exclusive service model".

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## Notes for Editors:

- Platform One provides high quality UK and international Wrap services for top tier UK financial advisers, multiple family offices, international advisers and specialist product providers.
- 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 Wealth Management, s615(6) Limited, European Pensions Management and Cheviot Asset Management.
- Platform One provides advisers and their clients with a personal service, contemporary technology and specialist products designed for sophisticated investors. All its services deliver a financially secure, high quality online investment platform, with access to specialist products to suit the needs of clients and their advisers.
- The availability of separate UK and International services means that clients' assets can be held in either the UK or Offshore as required by the client or the product they hold.
- The two offshore services available from Platform One, International and Global, are designed to meet the requirements of advisers and clients in different jurisdictions and markets. The Platform One International service provides for client agreed charging with all commissions received rebated to the client. Platform One's Global service provides a commission based platform with no adviser charges.
- Platform One is authorised and regulated by the Financial Conduct Authority, and under MiFID is passported into all 27 member states of the EEA.