

PRESS RELEASE

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Sesame Bankhall Group appoints Pan Andreas to lead new wealth management team

Sesame Bankhall Group announces the appointment of Pan Andreas who joins the group to head up its new wealth management team.

Andreas's arrival comes at a time when Sesame Bankhall Group is making significant investments in new adviser services, with recent announcements that include:

- A new Attitude to Risk and Portfolio Analysis tool;
- A new client and practice management system that is currently being developed in conjunction with financial services technology provider, IRESS, and will be launched in 2012; and
- Optimum Investment Management, a new joint venture between Sesame Bankhall Group and Henderson Global Investors that will enable advisers to create bespoke investment solutions for their clients.

These new initiatives will link to the group's investment platform strategy and new restricted advice service. Andreas will be responsible for building and leading the wealth management team that will promote and deliver these new initiatives into the market.

The wealth management team will work closely with the group's regional development managers, and other adviser facing teams, to help advisers develop, articulate and deliver a competitive, profitable and sustainable wealth management service to their clients.

Andreas brings 30 years' industry experience and joins Sesame Bankhall Group from a consultancy role working on platform adoption at AXA Wealth. Prior to that, he was sales director, asset management at Intrinsic Financial Services.

Commenting on Andreas's appointment, Sesame Bankhall Group CEO, George Higginson, said: "We have talked to advisers about how our new investment platform was just the beginning and that we would develop an overall investment proposition. This includes an attitude to risk tool which will be

Sesame Bankhall Group Ltd

Registered Office: Pixham End, Dorking, Surrey RH14 1QA
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www.sesamebankhall.co.uk

linked to our platform and our own investment solution. All of which can be linked together to create a coherent wealth management service. The ultimate goal is to make it easier for advisers to deliver high quality investment advice and service.

“Pan has extensive industry experience, particularly in the wealth management sector and has a good understanding of how to build and manage a strong team. His insight into financial services business will help us ensure that our group and our customers gain the maximum benefit from these four separate yet complementary developments.”

Pan Andreas added: “I have long been impressed by the scale and capital strength of Sesame Bankhall Group. They are ideally placed to provide propositions that will be essential to advisers to prepare for RDR and beyond, and what’s more, they have a keen focus on their delivery of these plans. My objectives are clear – to help SBG deliver a wealth management proposition that is easy for advisers to articulate and deliver. A proposition that is cost-effective, beneficial to clients and also future proof. Our current development programme will deliver that and more.”

- Ends -

Further media enquiries

Jared Aitken, Head of media relations
Sesame Bankhall Group
Mobile: 07801 500466
E: jared.aitken@sesame.co.uk

Cat Ommanney, MRM
Office: 020 3326 9903
Mobile: 07792 768267
E: cat.ommanney@mrm-london.com

Sesame is part of Sesame Bankhall Group, which operates three distinct distribution brands:

- Sesame is the UK’s largest appointed representative (AR) network with 1,400 member firms.
- Bankhall is the market-leading support services business for 1,900 directly regulated IFA firms.
- PMS operates the largest mortgage club for directly regulated mortgage brokers in the UK.

Services provided include compliance and regulatory support, access to one of the UK’s most comprehensive training and development programmes, in-depth product research, preferential PI terms and access to the latest technology to enable advisers to write business more efficiently.