

DEFAQTO ADVISER STUDY DETERMINES PLATFORM SATISFACTION RATINGS

Following a satisfaction study among the adviser community, independent financial research company, Defaqto, have launched Star Ratings for platforms with a view to helping intermediaries choose the most appropriate one for their needs.

Fraser Donaldson, Insight Analyst for Funds at Defaqto said: “We reviewed the UK platforms that have been in operation for at least a year and created 37 ‘satisfaction disciplines’ that are important to platform operation. We then conducted a satisfaction study of 211 advisers who rated the platform(s) that they use regularly on all of these disciplines. Advisers also indicated the relative importance that they placed on each discipline and the results were weighted on the basis of these importance rankings.”

The 37 disciplines assessed are constituent parts of the following 8 categories:

- Provider perception
- Transition and implementation
- Administration of new business
- Administration of existing business
- Staff perception
- Platform design and management
- Reporting
- E-business

Mr Donaldson added: “Our Star Ratings are usually calculated by examining product features but this is not appropriate to Platforms as they are a service offering as opposed to a product. Advisers can use the Star Ratings as an indication of the all round service levels of each platform and begin to match them with the requirements of the client or client segments. The higher the Star Rating (maximum 5 Star) the higher the overall satisfaction for the platform among the adviser community.”

-Ends-

Notes to editors:

Defaqto's Platforms Star Ratings report is available on request by emailing mediaenquiries@defaqto.com

About Fraser Donaldson, Insight Analyst for Funds

Fraser joined Defaqto in November 1994. Prior to joining Defaqto, he worked at national IFA Towry Law where he was involved in building best advice panels for investment products and was instrumental in setting up a Towry Law Discretionary Management Service in partnership with Mercury Asset Management (now BlackRock). Fraser is responsible for producing Insight Reports and guides in the investment arena, having written several reports and guides on investment subjects such as platforms, onshore and offshore bonds and he authors a half yearly guide on the multi-manager market. He is also responsible for developing Defaqto's investment proposition.

www.defaqto.com/media-centre/fraser-donaldson

For further information contact:

Fraser Donaldson

01844 295 432

mediaenquiries@defaqto.com

12 July 2010

About Defaqto: www.defaqto.com

Defaqto is an independent financial research company specialising in rating, comparing and analysing financial products.

Since 1994, Defaqto has built the largest, whole of market, financial product database and become one of the leading providers of financial product data in the UK. We now cover over 30,000 products across banking, life, pensions, investments and general insurance.

Our experts validate and analyse the data to provide insight and consultancy to all layers of the financial services sector including IFAs, mortgage and general insurance brokers, providers, web aggregators and the public sector.

Our products and services include the following:

Defaqto Star Ratings

Our Star Ratings reflect the quality of a financial product and help to identify the range of features and benefits in each one. We review and assess every financial product across various categories and

award a Star Rating from 1 to 5. The ratings are aimed at helping consumers and advisers decide which product suits their specific needs. Providers also use the ratings to ensure they offer products to meet differing consumer demands.

Aequos Online

An extensive, independent, financial product analysis and comparison database available in the UK. The database contains feature, rate and fees information on more than 30,000 products from nearly 2,000 providers. Our customers include leading insurance and assurance companies, banks and building societies and investment organisations.

Defaqto Engage

An integrated system for independent financial advisers (IFAs) and insurance brokers. The system makes the reporting, analysis, recommendation and review process easy, delivering the perfect product to meet client needs.

Defaqto Compare

An interactive, comparison tool enabling consumers to easily compare product features against each other on a host of key features, using a simple 'traffic light' system.

Defaqto Group owns and operates Defaqto Limited and Defaqto Media Limited. Defaqto Group is backed by FF&P Private Equity Limited, the private equity division of Fleming Family & Partners, and Acuity Capital Management Ltd.