

Rapid research for over 5,000 financial products and 21,000 funds

Defaqto Engage now enables financial advisers to quickly assess over 5,000 financial products*. Defaqto's unique, online research tool enables advisers to complete fund and product research, performance graphing and produce bespoke and personalised reporting to meet Treating Customers Fairly (TCF) requirements.

Remko Bijtjes, Commercial Director at Defaqto said: "Defaqto Engage enables whole of market, fund and product research within a single application and includes a host of audit and research reporting options, which can be tailored to the individual client and produced in a matter of minutes.

"Engage is already used by over 3,500 financial advisers and we are delighted that our latest enhancements have all been made as a direct result of feedback and requests from these users."

Advisers can log on via www.defaqto.com without the need to install or download any software. The website also gives access to a range of free industry reports and articles as well as a free and comprehensive training programme. A free trial is available via the site or by calling 0808 1000 804.

Mr Bijtjes continued: "The financial landscape is changing rapidly and we aim to remain as agile as possible to meet the challenges head on. The move to a truly online proposition enables us to meet the evolving requirements of advisers and the financial services industry as a whole."

* Defaqto Engage covers the following financial products and schemes: 649 life & protection policies, 762 pension schemes, 2,633 investment products, 464 ISAs, 21 fund supermarket and wrap propositions, 103 equity release plans, 478 offshore bonds, 62 offshore life assurance and protection policies. It also has performance data for over 21,000 funds.

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Notes to Editors:

Remko Bijtjes is an executive director of Defaqto and responsible for all sales and marketing activity across the group. Before joining Defaqto, Remko held various roles in sales, pre-sales and consulting at Sage in both the UK and the Benelux. He has extensive experience in defining and selling solutions to both B2B and B2C environments across a wide range of industries.

Remko holds a Masters in Economics from the University of Amsterdam and has an MBA from London Business School.

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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 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.

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 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 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.

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