

The Defaqto Conference  
**Star and Service  
Ratings 2026:  
Wealth and Protection  
Provider  
Ratings Update**

September 2025

# Meet the Defaqto team



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# Topics for discussion

**01** Star Ratings

**02** Service Ratings

**03** Regulation

**04** Engage MI analysis

# Star Ratings



# AKG Financial Strength DNA Assessment



DNA	AKG Financial Strength Rating
1	C
2	B-
3	B
4	B+
5	A

# Service Ratings

**defaqto**  
**GOLD**  
2026

**EXPERT RATED**

# Regulation





# Engage MI

# Top 10s – Adviser Platforms

Criteria	Rank	Products
AKG Platform Financial Strength	1	Quilter Investment Platform
ISA	2	Aviva Platform
Online Client Valuations	3	A J Bell
PPP or SIPP	4	Transact
Online Illustrations	5	Fidelity Adviser Solutions
GIA	6	Aberdeen Wrap
Product Availability through Advisers	7	Aegon Retirement Choices(ARC)
Online Transaction History	8	Aberdeen Elevate
FAD	9	Scottish Widows Platform
Platform Access for Advisers	10	True Potential Platform

# Top 10s – Personal Pensions

Criteria	Rank	Products
AKG financial strength	1	Royal London Pension Portfolio
Adviser product	2	Aviva Personal Portfolio (PPP)
FAD	3	Quilter Retirement Account
Online valuations	4	Prudential Retirement Account
Online applications	5	Scottish Widows Retirement Account
Free fund switch (pa)	6	Transact Personal Pension
UFPLS	7	Aberdeen Elevate Pension Investmnt Ac
Online fund switching (by adviser)	8	Aviva Pension Portfolio – Core
Target client type	9	Aegon Retirement Choices SIPP
Online valuation access	10	Fidelity Adviser Solution Pension

# Top 10s – Investment Bonds

Criteria	Rank	Products
AKG financial strength	1	Pru Investment Plan
Online valuations	2	Quilter Collective Investment Bond
Ongoing adviser charging	3	Pru International Portfolio Bond
With-profits/ Smoothed funds	4	Transact Onshore Bond
PROD Target market type	5	Aviva Select Inv Growth & Income Op
Online quotes available	6	Pru International Investment Bd WOL
Online literature	7	Pru International Investment Bd CR
Online applications	8	Standard Life Int Pfolio Bd for Wrap
Online fund switching	9	Transact Offshore Bond
Initial charge (%)	10	HSBC Onshore Investment Bd Select

# Top 10s – ISAs

Criteria	Rank	Products
Online valuations	1	Quilter ISA
Online applications	2	Aviva ISA Portfolio
Online transaction history	3	Fidelity Adviser Solutions ISA
Number of funds	4	Prudential ISA
Online contribution history	5	Aegon ISA
PROD Target market type	6	Aberdeen Elevate ISA
Initial adviser charging	7	Transact ISA
Ongoing adviser charging	8	AJ Bell Investcentre Investment ISA
Ongoing adviser charging % freq	9	Aberdeen Wrap S&S ISA
Bed and ISA	10	Scottish Widows Platform S&S ISA

# Top 10s – Individual Protection Products

Criteria	Rank	Products
AKG financial strength	1	Aviva Life Insurance+ Upgraded
Individual Protection Product	2	Royal London Personal Menu
Total Number of CI Conditions	3	Vitality Personal Prot Serious Illness 2x
Claims Support Services	4	Zurich Life, CI & Kid's cover
Health & Wellbeing Services	5	Aviva Life Insurance+
Number of ABI+ definitions	6	Royal London Menu Enhance Kid's CI
Cancer	7	Scot Widows Protect Personal Protection
Personal Claims Handler	8	L&G Multi Protection + CI & Kid's Extra
Heart Attack	9	L&G Multi Protection
Stroke	10	L&G Multi Protection + CI Extra

Questions	Prescribed answer options			
<b>1 Distribution channels</b>	Execution only	Non-advised/ Guided	Advised	Portfolio management
<b>2 Type of client</b>	Retail	Professional	Eligible counterparty	
<b>3 Needs and objectives</b>	Borrowing	Protection personal	Protection non-personal	
<b>4 Knowledge/ Experience</b>	Basic	Informed	Advanced	
<b>5 Ability to bear risk</b>	Zero	Limited	No guarantee	100% =>
<b>6 Time horizon</b>	<=1 year	1-2 years	3-4 years	5+ years