

# A platform built around you and your business

Making advisers' lives easier and their firms more efficient – while providing a great end-investor experience for their clients – is at the heart of what we stand for. We believe in building strong, enduring partnerships with adviser firms, collaborating closely with them to ensure our platform remains in-tune with their requirements. Our goal is to help firms build strong, profitable and sustainable businesses and to support them through any challenges that may arise.

## A service you can rely on

- As a privately-owned and independent company, we are able to make long-term decisions in the best interests of our clients.
- Financial strength – a strong balance sheet and liquidity position with Common Equity Tier 1 capital.
- Almost £53bn of assets under administration on the platform as at the end of 31 March 2025.
- A robust Business Continuity Plan means we are open for business throughout any challenging circumstance.
- Five top ratings from Defaqto including two gold awards for service.



**351,000+**

Clients on our platform

**4,550+**

Total adviser firms

As at 31 March 2025



We have carried out a multi-million-pound investment programme to enhance our platform with ongoing developments planned.

## 2024 sales

Fidelity Adviser Solutions wrote over £5bn in new sales for the fifth year in a row.

Source: Fidelity



## Easy to do business with

- Efficient administration and enhanced investment services.
- Provides a single view of the client.
- 99% of transactions are conducted online.
- A fully-automated re-registration and transfer process utilising TEX and Origo's 'Options transfer' service.
- Flexible Adviser Fee service catering for initial, ongoing and one-off fees.
- Increasing client satisfaction. We're constantly looking to enhance our online services for advisers. We're proud that our Digital NPS among advisers hit a new high of +47 in 2024.



"The many ways in which Fidelity has supported the launch and first 10 months of our distribution relationship has been exemplary."

Platform user

## Exceptional choice and value

- Low-cost, award-winning Pension.
- ISA and Junior ISA.
- Investment Account.
- Cash Management Account.
- Trusts and Offshore Bonds.

## A highly-competitive and transparent charging model

- No brokerage trading charges.
- Clean share price funds only.
- Rebates or access to cheaper share classes from over 30 providers.
- No set up or administration fees for our Pension.
- No additional costs for drawdown.
- No charges for our cash management services.
- A flat annual Investor Fee of £45.
- A Service Fee of 0.25% pa based on the value of the client's investments and products.

**7,500+**

Funds, shares, bonds, ETFs, Investment Trusts, a smoothed return pension fund and a guaranteed lifetime income option within flexi-access drawdown

**325+**

Fund partners

As at 31 March 2025

## Business services that put you in control

- Bespoke and firm level advisory model portfolio service – we also offer a DFM Service that has around 130 DFM's (both third-party and in-house).
- Research tools, Morningstar ratings and fund factsheets.
- Secure Client Management facility.
- Over 30 reports available providing comprehensive client and business MI.
- Capital Gains reporting.
- Income reporting.

## Support for your business and clients

- Technical Matters hub: approximately 100 different resources to help you with the more complex areas of pensions, retirement and tax.
- Ongoing practitioner insights and research on managing an advice business, such as our IFA DNA study and Building profitable practices.
- Regulatory updates and summaries, looking at areas such as pension transfer advice, vulnerable customers and the FCA's Retirement income advice review.
- Advice on combating the increasing threat of cyber crime.
- Your clients have access to our user-friendly mobile app – one of the highest-rated apps in the sector.
- Dedicated web hubs on the Consumer Duty and the fair treatment of vulnerable clients.



## Core features

- **NEW guaranteed lifetime income option**  
As part of our ongoing commitment to providing advisers and their clients access to an ever-growing choice of retirement solutions, we are delighted to announce the launch of a new guaranteed lifetime income option, within drawdown, for our pension clients. Provided by Standard Life and exclusively available on our platform, the plan is designed to address the challenge of ensuring retired clients have sufficient income over their lifetimes.
- **Client reporting**  
All the information for a client review meeting in one convenient place.
- **Pension Summary report**  
A detailed overview of client pension accounts with over 50 data fields, including contributions, withdrawals and allowances.
- **Upload & Send function**  
Digitally submit over 70 offline instructions or documents to us in a secure and timely way.
- **Digital documents**  
Submit documents that are digitally signed by clients using, for example, DocuSign or Adobe Sign.
- **Sustainable investing hub**  
Insights, guides and fund information to aid your client discussions.
- **API Technology deliveries**  
It is now possible to create and control personalised screens, giving you greater control over the customer experience.
- **Origo Integration Hub**  
We've joined the Origo Integration Hub to allow us to work with different back-office providers to help cut the time you spend on admin.
- **Enhancements to our DFM service**  
We've added functionality such as enriched reporting and the ability to split fees.
- **Enhanced drawdown service**  
Fully automated drawdown capability supporting one-off and regular crystallisations and taxable income.
- **Re-registration**  
The ability to track re-registration applications online and receive email notifications for status updates. We've also introduced new processes to facilitate the bulk re-registration of client assets.



## Embracing diversity and inclusion

As an employer, we are committed to diversity and inclusion and we continue to build a culture where everyone's voice is heard. As such, we have set five priority strands for our global D&I activities:

- Respecting and increasing our cultural diversity.
- Ensuring accessibility and enablement for people with disabilities and health conditions.
- Achieving a greater gender balance and parity.
- Embracing our LGBT+ people and communities.
- Ensuring social mobility is no barrier to success.

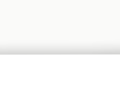
These priorities are sponsored and led by business leads and those passionate about the cause and impact to our future.



## A commitment to sustainability

As a company, Fidelity International strives to partner with others in the industry to generate sustainable outcomes. This includes engaging with companies on climate change and supporting the transition to a low-carbon economy.

We are signatories of the Principles for Responsible Investment and currently have an A+ rating. We joined Climate Action 100+ in 2017, are a supporter of the Taskforce on Climate-Related Financial Disclosure (TCFD), a member of the Carbon Disclosure Project and a partner of the Climate Bond Initiative.



"Excellent service and staff, good on-line portal for adviser and clients, excellent investment choice, cost effective and flexibility with pensions and products overall."

Platform user

## Further third-party recognition

