
Standard Life Enters Discretionary Investment Management Market

21 January 2008

Standard Life plc today officially launched a new discretionary investment management business to further broaden its offering in the UK financial services market.

Standard Life Wealth will tailor investment portfolios to the individual needs of clients with at least £2m of investable assets (of which a minimum of £1m must be liquid).

The target market for the business is wealthy individuals, charities and small or executive pension schemes. The business will offer its services via IFAs, other professional advisers, and directly to market.

Standard Life Wealth will give its clients access to investment techniques previously only available to institutional investors in Standard Life Investments funds. These 'goals-based absolute return strategies' focus on more accurate targeting of client requirements, and the management of their tailored-portfolios against an absolute return benchmark.

Whilst Standard Life Wealth is a stand-alone subsidiary of Standard Life plc, it will work closely with both Standard Life Investments and Standard Life's UK Financial Services division.

Standard Life Wealth Chief Executive Richard Charnock said:

"I am delighted to officially launch Standard Life Wealth. I believe that we have an exciting proposition for clients and for IFAs. Our investment expertise, client-focussed approach and competitive fee-structure will make us an important player in the discretionary investment management market."

Chief Executive of UK Financial Services Trevor Matthews added:

"The launch of Standard Life Wealth further broadens Standard Life's offering in the UK financial services market. Standard Life Wealth is a discretionary investment manager which can offer institutional investment techniques to retail clients, as well as a highly tailored approach to portfolio construction. I hope that IFAs will seriously consider Standard Life Wealth when recommending discretionary investment managers to their clients."

Ends

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