



For immediate release

## Standard Life Wealth boosts team with nine new appointments

20 May 2010

Standard Life Wealth, the investment and wealth management specialist, has recruited nine people from Lloyds Private Banking Limited in a drive to grow the business over the next 12 -18 months.

The team will join Standard Life Wealth in May and will primarily be based in London, having responsibility for certain regions across the UK and integrating with the existing distribution structure of the business.

David Driver joins as network director. David Bright, Stuart Jones, Peter Balderstone and Eileen McCarthy join as senior client portfolio managers. Tony Emmings joins as a client portfolio manager, with Joanne Baker, Darren MacBay and Michelle Ramsay joining as client portfolio manager assistants.

Richard Charnock, Standard Life Wealth Chief Executive Officer said: “The development of our business through this expansion will provide the capacity to meet current business flows and create the resource to incrementally grow the business over the coming months and years. The team are well established and bring a wealth of experience of managing client relationships and knowledge of the discretionary fund management industry.

“We have an exciting proposition which has created strong interest among both clients and their professional advisers, who are looking for a blend of bespoke, goal based investment portfolios delivering consistent performance. Standard Life Wealth is uniquely positioned to capitalise on the strength of its parent company in the IFA space working side-by-side with IFAs to deliver a superior service to consistently meet clients’ financial goals.”

**Ends**

Standard Life Assurance Limited, registered in Scotland (SC286833), Standard Life House, 30 Lothian Road, Edinburgh EH1 2DH, authorised and regulated by the Financial Services Authority. 0131 225 2552. Calls may be recorded/monitored.



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**Notes to Editors**

1. Pictures and concise CVs are available on request.
2. Standard Life Wealth is an investment management service and a subsidiary of Standard Life PLC. Standard Life Wealth offers personal investment management services for private individuals using a unique goal based investment approach, utilising institutional investment techniques previously not available to private investors. Standard Life Wealth's sole focus is maximising the certainty that client goals are met.
3. Standard Life Wealth has a track record of delivering superior investment performance:

<b>SLW Core portfolio</b>	<b>21.66%</b>
<b>FTSE All-Share</b>	<b>-2.97%</b>
<b>APCIMS Income</b>	<b>4.01%</b>
<b>APCIMS Balanced</b>	<b>2.10%</b>
<b>APCIMS Growth</b>	<b>0.75%</b>

(Source:- Standard Life Wealth, FTSE All-Share Index, APCIMS, Bloomberg. Performance from 31/12/2007 to 31/03/2010)

The Example Portfolio in the table above is based on Standard Life Investments Global Absolute Return Strategies (GARS) fund. The GARS fund is an authorised unit trust that utilises similar core strategies to those deployed in private client portfolios.

4. As a specialist private client investment manager, Standard Life Wealth's is prepared to be held accountable for meeting their clients' financial goals and performance is always benchmarked against those goals. Their investment strategies do not chase the market and will not hide behind it. For each client, Standard Life Wealth sets up a series of investment portfolios, matching the appropriate timescales and risk profile for each financial goal. Using a unique Dynamic Asset Allocation approach with enhanced volatility management, SL Wealth's Portfolio Managers actively manage client portfolios regularly adjusting each portfolio to respond to changing market conditions and changing client needs.
5. While Standard Life Wealth draws on Standard Life Group's knowledge and experience, they are not limited in their choice of funds. Standard Life Wealth selects investments from across the whole of the market.

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## Standard Life Assurance Limited press release



6. For further details please go to: [www.standardlifewealth.com](http://www.standardlifewealth.com)

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