



ADVANCE BY EMBARK

DUE DILIGENCE GUIDE

For professional advisers only

advance
by embark

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WHAT'S COVERED

We respect the value of professional financial advice. We're committed to supporting a thriving intermediary community that is able to deliver advice profitably. At the most fundamental level, it's our business to be there for yours.

Meeting your needs

That's why we listen to what you tell us and have designed, and continue to develop our Platform around your needs. It's also why our focus is on getting the basics right, without a fuss.

Platforms have become an indispensable tool in the adviser's belt for running an efficient and profitable business, and if there's one thing that should be fit for purpose and reliable, it's your essential tools.

Meeting your clients' needs

Segmenting your client base and building your services around meeting the different needs of each segment makes good business sense. It's also a regulatory requirement under the FCA's PROD rules.

This only reinforces why choosing the right platform partner (or partners, we understand you may need more than one) is essential for the long-term success of your business.



Helping you to decide

We've provided this document as a first step to help you decide if the Advance by Embark Platform could be an essential tool for your business, meeting the needs of one or more of your client segments.

Advance by Embark is a trading name of Sterling ISA Managers Limited (SIML) which is a wholly owned subsidiary of Embark Group.

One of our account managers would be happy to arrange a demonstration and provide more details as needed. Call **0345 607 2013**. We may record or monitor calls to improve our service.

REASSURINGLY PREDICTABLE

Suitable for a broad range of client types

The Advance by Embark Platform's rich functionality and extensive investment range makes it potentially suitable for a broad range of client types. From those still accumulating wealth, to those in the decumulation phase with a focus more on making their wealth last.

Supporting your segmentation strategy

Our combined product suite, available assets, tools and functionality have been designed to offer particular benefit for clients consolidating their wealth to facilitate more effective retirement planning, and who you then wish to roll seamlessly – without a platform move – into the retirement phase itself. Nearly 90% of clients already on our Platform are aged 45 or above.

- Planning tools support informed client decision-making before and after retirement.
- Broad range of funds and asset classes to facilitate different investment strategies at both the accumulation and decumulation stages.
- Sophisticated model portfolio functionality to help you manage the right strategy for each client at either stage, using a Discretionary Fund Manager's models or by building your own.
- No additional charges for taking income, from our pension or any other product.
- Same income-taking functionality across all our products.
- Clients can choose their income payment date, from the 1st to the 28th of each month.
- We pre-fund withdrawals and enable auto-disinvestment, ensuring clients still get their money when there may not otherwise be enough cash available in the right place to meet their needs.
- Ability to adjust your clients' investment or income strategy online at any stage without any additional paperwork or signatures.

REASSURINGLY PREDICTABLE (CONTINUED)

Dependable platform provider

Embark Group

Embark Group is a fast growing, diversified, financial services business and one of the largest retirement solutions providers in the UK. We are experts in the retirement market delivering solutions through our leading range of pension, wrap platform, research and consultancy services.

Businesses in the Embark Group have been established in the retirement market for more than 40 years and have a long history of working closely with intermediary distribution partners and high net worth clients. Advance by Embark is a trading name of Sterling ISA Managers Limited (SIML) which is a wholly owned subsidiary of Embark Group.

Award-winning pedigree

By placing customer and intermediary satisfaction at the heart of what we do, we are consistently recognised through the awards and accolades we win. In the past two years alone, these include:

- **Adviser Asset Platform Rating 2019 & 2020:**
Awarded the Platinum rating.
- **The lang cat awards 2018:**
Best Platform for Retirement Income for the second year in a row.
- **Schroders UK Platform Awards 2018:**
Platform of the Year runner-up.
- **Defaqto 2020:**
Awarded the maximum Five Star status for the eighth year in a row.
- **Retirement Planner Awards 2018 & 2019:**
Won Best Pension Freedoms Service Awards. Also won Best SIPP Service Award in 2018.
- **SimplyBiz Partnership Awards 2018 & 2019:**
Platform of the Year.



REASSURINGLY PREDICTABLE (CONTINUED)

Carefully selected third-party suppliers

Platform software

Our Platform has been developed in partnership with two IT suppliers with a track record of award-winning solutions, FNZ and Vermeg. In choosing these suppliers, our approach was to think for the long term, with the result that our technology is proven, reliable and won't be changing any time soon.

FNZ is responsible for delivering the core administration functionality. The solution is built on existing FNZ retail platform functionality which we have customised to deliver additional functionality, specific to our Platform proposition, that benefits you and your clients. FNZ has a wealth of experience in building and customising retail platform solutions and, versions of their platform are used by several high profile clients in the UK.

The user website is built by Vermeg, an IT solutions company with proven expertise in web developments. It delivers an enhanced and intuitive user experience to you and those clients to whom you wish to offer access.

The combination of suppliers who are experts in their field, along with the customised functionality we have delivered, makes the Advance by Embark Platform unique in the retail wrap platform market.



TOOLS

A range of independent value-added tools developed by EValue and FE can be accessed through the Platform (more on pages 20 and 21).



ACCOUNT ADMINISTRATION

You, the adviser, manage day-to-day administration of your clients' accounts available on the Platform. Where needed, we use the services of third-party administration partners, specifically FNZ and Capita.



STOCKBROKING SERVICE

Through the Winterflood stockbroking service, we also offer direct access to a wide range of listed investments, including equities, gilts, investment trusts, VCTs and ETFs.



Available 24/7/365

Our Platform is built to be available 24 hours a day, 7 days a week, 365 days a year, subject only to maintenance during non-core hours.

REASSURINGLY PREDICTABLE (CONTINUED)

Clear terms and conditions

The Platform has clear, easy-to-understand Terms of Business, Terms and Conditions and Terms of Use. Current versions of these documents are available from your Account Manager.

Committed to you

Through our Terms of Business, we show our commitment to the intermediary market by making a formal statement to you in relation to retail investment business. We commit not to proactively market to your clients with the intention of becoming an adviser to your clients.

Help meeting regulatory requirements

Our Platform processes have been built and continue to be maintained with meeting your regulatory requirements in mind. From easy access to the disclosure documents you'll need, through to alerts and updated valuations that will support you in managing communication to any clients suffering notifiable falls in portfolio value under the terms of MiFID II.

Client protection

The Advance by Embark Platform falls within the remit of the Financial Services Compensation Scheme (FSCS), which in the event of the failure of a FCA regulated entity provides appropriate client protection.

If we, or any of the providers of investment products that your client has invested in, are unable to meet any financial obligations to your client in full, your client may be entitled to help from the FSCS. The compensation they will receive will be based on the FSCS's rules, and whether or not your client is eligible to make a claim may depend on which firm is in default, what service or product they were providing, where the firm is based and where your client is resident. Offshore investments could be covered as long as the investment advice was given by a FCA-authorized firm.

Business continuity

As you would expect from a regulated organisation, we have well-established and comprehensive Business Continuity and Disaster Recovery plans, which are under continual review based on our own experiences and new benchmarks for best practice in this area.

A Business Continuity Management function operates strategically at a Group level to set strategy and agree policy with each business area, including the Advance by Embark Platform. Business areas implement policy through local business continuity plans which are formally reviewed annually. Disaster recovery is a part of our business continuity plan and we work closely with Business Continuity Management to ensure optimisation and ongoing alignment with best practice.

GREAT EXPERIENCE, GREAT FUNCTIONALITY

Our Platform is your tool to help you do your job efficiently and securely. It has been designed around you and puts you in control over how you use and integrate it in support of your business and your clients.

Client access

You control which of your clients has access to the Platform, letting them directly view their documents and the real-time valuations of their Portfolio. You can deliver documents to your clients using this same online library.

The client portal has been designed so that clients find it easy to use and simple to view their Advance Portfolio. They can see the accounts they hold, how their investments are performing and the transactions they have made.



Smartphone and tablet optimised

Our Platform is optimised for smartphones and tablets so both you and your clients can access information conveniently whilst on the go.

GREAT EXPERIENCE, GREAT FUNCTIONALITY (CONTINUED)

Straight-through processing

The Platform makes extensive use of straight-through processing so that any increase in the volume of transactions does not result in an increase in the time taken to process them. This is one way the Platform is future-proofed for you, in the face of growing client demand for investments to be managed beyond the accumulation stage and into retirement.

The Platform uses straight-through processing for:

- Buying assets
- Selling assets
- Switching assets, including rebalancing and bulk switching
- Real-time dealing
- Withdrawals
- Client contact details.

Audit trail

A full record is available of the transactions and changes you make to client assets held on the Platform.



Only one signature required

Your client has appointed you as their trusted adviser. So, other than the signed confirmations we need to meet our regulatory requirements around facilitating adviser remuneration for you, we require only one signed declaration from your client at the point you first set up their Advance Portfolio, to cover all future individual account set ups and all future instructions that you make on their behalf.

GREAT EXPERIENCE, GREAT FUNCTIONALITY (CONTINUED)

Adviser remuneration

The Advance by Embark Platform offers a great deal of flexibility when it comes to facilitating the payment of your fees.

Adviser remuneration facilitated from the Platform can be requested as:

- A single initial charge on payment into an account, specified as either an amount or percentage of the payment.
- A specified number of regular payments when a regular payment is added to an account. Regular initial adviser remuneration can be requested as either an amount or a percentage of the total yearly regular payments going into an account.
- An ongoing charge at account level, specified as an amount or percentage of assets.
- A one-off charge specified as an amount or percentage of assets within an account or alternatively specified as an amount or a percentage of assets held in an Advance Portfolio from the Cash Account.

You agree your remuneration with your client and we facilitate this from the account(s) you specify. As required by the FCA, we will need your client's written authorisation before we can deduct your remuneration from their account(s). For ongoing and regular initial adviser remuneration, we only need that authorisation ahead of the first deduction.

We will also need your client's written authorisation again each time you agree a change in the level or basis of your remuneration (for example, from amount to percentage and vice versa.)

Each time you set up or change your remuneration with a client, our Platform automatically issues a MiFID II-compliant Charges Information Document to that client to confirm what has been agreed.

If an account on the Platform is cancelled, our usual course of action would be to refund the investment amount, but this would be net of any authorised adviser remuneration which you are entitled to retain. Exceptions to this are detailed in our Adviser Terms of Business.

GREAT EXPERIENCE, GREAT FUNCTIONALITY (CONTINUED)

Investment adviser charges

Where Investment Adviser/Discretionary Fund Manager (DFM) charges are paid from the Platform, we deduct these as ongoing charges at account level, specified as a percentage of assets (including cash) under their management.

We don't seek agreement from your client prior to the deduction. But we do produce a MiFID II-compliant Charges Information Document at the outset and each time a change is made.

Rebalancing and bulk switching

Our Platform gives you the ability to rebalance a client's investments to a pre-defined asset mix, ensuring they continue to meet their risk profile.

This is achieved by allowing you to select the timing of any review, or if you prefer, this can be driven by an automated schedule.

You can search for all of your clients in a certain fund, and then have the option to highlight individually which clients to switch.

Re-registration

We operate an efficient re-registration process to enable existing assets to be transferred as units or shares, rather than cash. This complimentary service is available to transfer assets both to and from the Platform.

We use ORIGO Options wherever possible to streamline the process of re-registration on and off the Platform for ISAs, non-wrapped assets held in the Investment Account and pensions.

Withdrawals

Regular withdrawals from a client's account can either be asset specific or taken proportionally across all assets held. Regular withdrawals are available on a monthly, quarterly, half-yearly or yearly basis. One-off withdrawals will be deducted from available cash. Your client can also choose their income payment date, from the 1st to the 28th of each month.



We pre-fund withdrawals and many other transactions

We put our balance sheet in play to pre-fund deposits, withdrawals, fund switches, pensions tax relief and more. This means we don't make you wait for cleared funds to come through before your client can use their money for whatever you've planned together. This builds trust between you and your client and eases the administrative burden on you, with no need to keep track of whether funds have cleared. You also have clarity about when withdrawals will be available to be sent to your clients, avoiding having to continually monitor to check what funds have cleared.

GREAT EXPERIENCE, GREAT FUNCTIONALITY (CONTINUED)

Client reporting

Client reporting is available at the click of a button. The Advance Portfolio Report provides a number of tables and graphs to help clients understand the performance of their investments.

The report can be generated across various date ranges:

- **Since inception**
- **Last 6 months**
- **Last 12 months**
- **Current tax year**
- **Previous tax year**
- **Customised date range**

It can cover individual, joint and trust portfolios, and will include a summary, at both Portfolio and account level, of the transactions that have taken place across the reporting period, covering areas such as payments in, payments out, income, costs and growth. You can include your own commentary and firm's logo, personalising the report for clients.

Where a client has an Investment Account, the report will include a realised gains and losses page that allows them to understand the potential CGT implications of their investments.



CGT reporting

Our in-house Capital Gains Tool provides a calculation of the gains and losses that have been realised on the sale of assets held on the Platform. This Excel based tool offers an in-depth and personalised view of a client's position, enabling you to take the right course of action for your clients. Where appropriate, you can record the original asset purchase price prior to being held on the Platform.

GREAT EXPERIENCE, GREAT FUNCTIONALITY (CONTINUED)

Integration with back office systems

We strive to make life easier for advisers via our extensive integration with back office software suppliers. We integrate with the following software suppliers for bulk contract enquiries, valuations and electronic statements:

A blue rounded rectangular button with the text "INTELLIFLO" in white, uppercase letters.A dark purple rounded rectangular button with the text "IRESS" in white, uppercase letters.A maroon rounded rectangular button with the text "FIGURE OUT" in white, uppercase letters.An orange rounded rectangular button with the text "PLUM SOFTWARE" in white, uppercase letters.A yellow rounded rectangular button with the text "DURELL SOFTWARE" in white, uppercase letters.

In time, we anticipate further integrations with other back office software suppliers.

Configuration and branding

Our Platform is flexible, allowing you to tailor it to your own specific requirements. You can configure key functionality, such as who in your business can access what, and adjust tools selection and investment options, to suit your own individual business requirements.

As standard, with no cost to you, you can also brand the Platform for your own business, which can include logo, images, fonts, background colours and buttons. Wording cannot be altered.

To comply with FCA guidance, Advance by Embark must be shown as the proposition provider, so there will be a notification on the client login page to explain this.

GREAT EXPERIENCE, GREAT FUNCTIONALITY (CONTINUED)

MI reporting

The Platform provides a wide range of management information (MI) reports. MI reporting is provided via a data warehouse where data is refreshed, as a minimum, on a daily basis.

Reporting can be provided at any level within the standard platform hierarchy – network, firm, adviser and client level. Aggregation for reporting can also be at any level.

There are two key parameters that determine all management information reporting:

- **Reporting level**
- **Aggregation level**

The reporting level is the point in the hierarchy at which the report is generated. The aggregation level is what sits under the reporting level, across which client data can be aggregated.

For example, a total holdings report generated at a 'firm' reporting level with an 'adviser' aggregation level would report total client assets by member for all advisers who are part of that firm.

Report frequency

On-demand reports are requested from the Platform by specifying the input parameters (typically date range, reporting and aggregation level.) Reports are generated in the background and made available for download once complete.

A full history of all generated reports is retained on the Platform and can be downloaded at any stage in the future.

Report formats

Reports are available in Excel format.

Off-Platform investments

A notepad facility is available to manually record assets not directly held on the Platform, allowing you to use the reporting power of our Platform for all your clients' assets.

If the number of units and fund name is entered, the Platform will update the price for indicative valuation purposes, as long as the funds are included in the price feeds to our Platform from FE.

SUPPORTING GREAT CLIENT OUTCOMES

As much as we prioritise making your life easier, we never lose sight of the end goal: helping you help your clients meet their financial goals.

From giving you access to a broad range of products and assets, through to the way we charge and how we make independent planning and research tools available for your use, it's all designed around helping you achieve great client outcomes.

A range of account types

The Advance by Embark Platform offers you access to the following tax wrappers and accounts, provided by Sterling ISA Managers Limited:

- Platform Cash Account.
- Cash ISA.
- Stocks and Shares ISA.
- Investment Account – holds unwrapped assets.
- Retirement Account – with all the freedoms including Flexible Access Drawdown, Uncrystallised Fund Pension Lump Sum (UFPLS) payments, Capped Drawdown transfers-in and ongoing maintenance of legacy Capped Drawdown arrangements.
- Junior ISA and Retirement Account for children, helping begin their journey to financial well-being at as early an age as possible.

Single premium investment bonds

The Utmost Offshore Bond can hold the Platform's Investment Account, with trades completed on the Platform. This is an option for clients wishing to take advantage of the Platform's extensive asset choice and/or who want a consistent investment strategy within an Offshore Bond. The Utmost Offshore Bond also offers a range of estate planning trusts (including probate, discounted gift trust and loan trust).

Cash accounts

Every client has access to a Platform Cash Account as part of their Advance Portfolio, which will be activated when a payment is received. This may be used to facilitate the movement of cash into and out of the Advance Portfolio.

In addition, each tax wrapper has its own 'cash account' designed to hold available cash linked to that tax wrapper, from which applicable charges and agreed remuneration will be deducted. If appropriate, money can be paid directly into and out of these tax wrapper cash accounts without going through the main Platform Cash Account.

Our Platform functionality supports automated cash alerts and cash moves to assist you with cash management on your clients' behalf, including 'set and forget' phased investment capability.

Cash on the Platform is held in bank accounts (client money accounts where appropriate), currently with RBS and Bank of Scotland.

Payment types

Payments onto the Platform can be made by:

- BACS (for single payments)
- CHAPS (for single payments)
- Cheque (for single payments)
- Direct Debit (for regular payments)

Cash transfers and re-registrations of supported assets can also be made.

SUPPORTING GREAT CLIENT OUTCOMES (CONTINUED)

Extensive investment choice

The Advance by Embark Platform offers an extensive investment universe composed of over 3,900 funds from c.200 fund managers as of March 2020, with the ability to add new funds quickly, subject to 'light touch' governance.

Supporting your suitability assessments

You can find the current Tradeable Assets Lists download from our Platform at embarkadvance.co.uk. This includes comprehensive information in a single place to help you research and filter funds by particular characteristics. All to support you in making suitability assessments for your clients.

Our investment range includes five risk-rated funds bearing our name, the Embark Horizon Multi-Asset funds. These are managed by Columbia Threadneedle in line with EValue asset allocations, which can in turn be aligned to your clients' attitude to risk.

Asset classes available through funds on our Platform:

- Cash
- Money markets
- UK gilts/government bonds
- UK corporate bonds
- UK index-linked bonds
- UK & International fixed interest
- UK equity
- International equity (including North American, European, Japanese, Global Emerging Markets)
- Direct property funds
- Indirect property shares
- Alternatives

Through the Winterflood stockbroking service, we also offer direct access to a wide range of listed investments, including equities, gilts, investment trusts, VCTs and ETFs.



More information

You can find out more information about the Horizon funds (including the latest fund factsheets to check their performance record) at embarkadvance.co.uk.

SUPPORTING GREAT CLIENT OUTCOMES (CONTINUED)

Investment Adviser/Discretionary Fund Manager Services

You can choose to invest clients' assets in model and bespoke portfolios managed by Investment Advisers/DFMs on our Platform.

Morningstar model portfolios

We offer access to a range of model portfolios created and managed by Morningstar, based on the risk-rated and time-based strategic asset allocation models generated by the EValue tool set also available through our Platform (see pages 20 and 21). We are not responsible for and do not endorse these portfolios.

Your own model portfolios

You can also create, store and manage your own model portfolios, at a network, firm, adviser or individual (bespoke) client level. If you create your own model portfolios they are, of course your responsibility and we provide no endorsement as to their appropriateness, suitability or effectiveness.

Supporting MiFID II compliance

We monitor the value of your client's Advance Portfolio as well as any investment into each Investment Adviser/DFM portfolio they may have. If either fall in value by 10% within each quarter, we will alert you through the Platform. Where the fall is due to a specific DFM model, we will automatically place an updated valuation document in your client's online document library and post it to them if this has been selected as a communication preference.

Keeping you in control

Investment Advisers/DFMs manage your clients' assets on the Platform but do not have custody of those assets, which always remains with the Platform. So, if you and your client agree a future change in investment strategy away from a particular Investment Adviser/DFM, this can be implemented quickly, easily and without disrupting the holding arrangements for their assets.

Your Account Manager will be able to provide you with an up-to-date list of the firms currently available, and if the firm you are interested in is not currently available, you can ask us to consider adding them. Investment Advisers/DFMs can request their charges from the assets under their administration on the Platform.

SUPPORTING GREAT CLIENT OUTCOMES (CONTINUED)

A simple pricing structure, with family linking

All our charges are disclosed up front to your clients in a MiFID II-compliant format. So there should be no surprises down the line. We deduct our Platform charges at account level and these are paid from the available cash holdings in each account.

Standard yearly Advance Portfolio charge

The Advance by Embark Platform has a charging structure based on the total assets held by a client on the Platform. Total assets mean all the client's assets held in their Advance by Embark Portfolio, excluding, where applicable, any cash held in their Platform Cash Account, Stocks and Shares ISA or Cash ISA. However, any cash held in a model portfolio operated by an Investment Adviser/Discretionary Fund Manager in their Stocks and Shares ISA is included.

The first band of assets held is charged at an initial percentage rate and subsequent bands at lower percentage rates as follows:

Charge	Value of assets
0.35%	Up to £99,999.99
0.30%	£100,000 – £249,999.99
0.25%	£250,000 – £499,999.99
0.10%	£500,000 +

We retain up to 0.1% of the interest received by clients in cash.

Account charge

There is a £75 a year charge for our Retirement Account. The charge is only applied at a Platform level, which means that if a client has multiple pension arrangements, they will only pay a single £75 a year charge rather than £75 a year for each arrangement.

There are no associated transactional costs when clients need to withdraw their capital through flexible access drawdown, and there is no account charge for any other type of account.

Dealing charge

We will not apply any initial, exit or switching charges on mutual funds. Fund managers may apply their own charges, for example dilution levies and bid/offer spreads. Listed securities, accessed through our link to the Winterflood stockbroking service, will be subject to the stockbroker's charge of £10.50 for trades up to £24,999.99 and 0.05% for trades over £25,000.

Re-registration charge

There are no charges from us for re-registration of mutual funds. If our nominated stockbroker is required to re-register assets into or out of an account, they will charge us £10 for each UK certificated stock, the cost of which we will pass on to your client.



Family linking

If Advance Portfolio holders are married, in a civil partnership or directly related to other family members (covering up to three generations) who also hold an Advance Portfolio with the same adviser, we can agree to their Advance Portfolios being linked to benefit from a lower aggregated yearly Portfolio charge.

Linking Advance Portfolios is only possible where their combined value is £200,000.00 or more at the time they are linked.

SUPPORTING GREAT CLIENT OUTCOMES (CONTINUED)

Protection cover built in

Investment Life Cover

This plan, provided by Zurich Assurance Ltd, will protect your clients from any investment losses if they die during the five-year term and the value of the eligible assets in their Advance Portfolio is lower than the amount they have invested (less any withdrawals, including adviser remuneration).

There is no underwriting and the client won't be asked to provide any medical evidence.

For a list of eligible accounts, please see the Investment Life Cover terms and conditions on embarkadvance.co.uk.

We charge for this cover if your client wishes to take it up and the charges are collected from your client's Advance Portfolio at the same time as their Platform charges. The plan cost depends on your client's age when the plan starts. If they are aged 64 or under the cost is currently 0.10% each year of the plan cover.

If they are aged between 65 and 69 the plan cost is currently 0.25% each year of the plan cover. If the plan is in joint names, the plan cost is based on the age of the youngest plan holder when the plan started. This plan can only be applied for when a client first takes out their Portfolio.

At any other time, the value of your client's investment is not guaranteed and they may not get back what they invested.

Accidental Death Cover

Accidental Death Cover is automatically provided by Zurich Assurance Ltd and is issued at the same time that the client commences their Advance Portfolio. It ensures that if they die due to an accident, or on the first death if their Advance Portfolio is held in joint names, within the first year, they will receive a payment of 10% of the value of the Advance Portfolio up to a maximum of £25,000. This plan is provided at no additional cost.

There are no restrictions on health (no medical evidence is required) or investment choice within the Advance Portfolio.

Neither Investment Life Cover nor Accidental Death Cover are available with the Junior Suite.

SUPPORTING GREAT CLIENT OUTCOMES (CONTINUED)

Value added planning and research tools

We offer access through our Platform to a range of independent planning and research tools developed by EValue and FE. These resources are designed to offer real value to your clients and to you, enhancing the quality and focus of your discussions together.

EValue Pension Freedom Planner

This tool is designed to help you and your client explore the individually tailored retirement options potentially open to them, taking into account their full range of assets such as ISAs, bonds, pensions and general investment accounts, including assets not held on the Platform. It can be particularly useful as your client nears retirement, supporting them in making fully informed decisions.

The tool helps to analyse your client's current situation and – based on retirement forecasts and as many scenarios as you wish to run through – see how likely it is that they will meet their goals and achieve the income they need. It's about helping them to understand the financial impact of the different retirement choices they could make.

A highly visual approach to presenting information brings each scenario to life for your client. This can be particularly useful, for example, when discussing the effects that inflation and how long they might live can have on their needs. And as a client's circumstances change you can update their plan, stored in the tool, helping you both get the most from your regular review meetings.

EValue Attitude to Risk profiler

This tool offers a way for you and your client to assess their attitude to investment risk together and so can act as a starting point for a wider discussion on the topic of risk, including the opportunity to discuss capacity for loss.

The profiler uses 13 questions and 5 risk categories over 3 time periods, with additional questions available to validate the profile and to discuss your client's capacity for loss. The answers generate an indicative risk profile for your client. It suggests an investment asset mix that may be appropriate for your client's profile, again as a starting point for your discussions together.

EValue Retirement Planner

This tool can help your client understand the potential impact on their retirement fund or income should they change their retirement age, contributions, salary or risk profile – again, all from a single screen. Stochastic forecasts are created using EValue's Insight engine.

The planner compares alternative risk strategies and how they may affect your client's current plans for retirement. Forecasts can take into account State benefits and other investments, pensions and assets your client holds.

SUPPORTING GREAT CLIENT OUTCOMES (CONTINUED)

EValue Investment Planner

Investment risk is the specific focus for this tool, helping your client understand its potential impact on their plans, including the likelihood of reaching their investment goals – all from a single screen. As for Retirement Planner, stochastic forecasts are created using EValue's Insight engine.

The planner allows you and your client to compare different risk strategies against an alternative investment in cash. Resulting calculations can take account of inflation and taxed or untaxed scenarios.

EValue Fund Risk Assessor

We also provide access to the EValue Fund Risk Assessor tool. The tool can risk-rate a client's existing fund or portfolio of funds on an ongoing basis, helping you both to ensure that the funds selected are suitable for their risk profiles over the desired investment terms.

FE Asset Centre

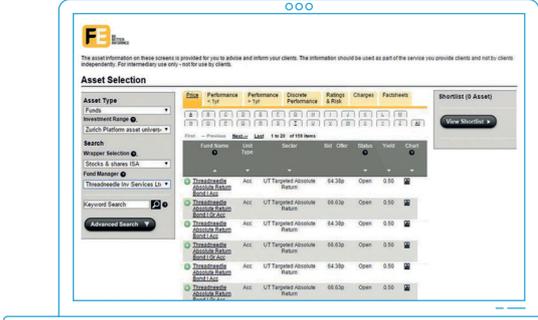
The Platform provides integrated access to the FE Asset Centre, so your clients can benefit from their platform assets being reflected in the Asset Centre for analysis. In fact, you can configure the Asset Centre so that your firm's entire asset universe can be analysed within the tool.

FE Analytics

We also provide a link through to FE Analytics for even deeper analysis. There is a cost from FE for using this tool if you are not already an FE Analytics user.

The Asset Centre offers:

- Individual fund performance, price, risk ratings and charges, including fund fact sheets and access to a charting tool to plot asset performance against selected benchmarks or other assets.
- Comparison report enabling you to compare up to four funds side by side on a single output.
- Portfolio scan enabling you to X-ray a portfolio (to look at, for example, holdings, sectors, regions, assets, performance and stock overlap.)
- Model Portfolio Analyser enabling you to compare your client's existing portfolio against one or more model portfolios on a risk/return basis, to identify whether your client is either taking too much risk for the return generated or receiving too little return for their risk profile.



Asset Type	Risk	Performance	Duration	Rating	Charges	FactSheet
Equity	High	+12%	3-5yr	AA	0.5%	View
Fixed Income	Low	+5%	1-3yr	BBB	0.2%	View
Real Estate	Medium	+8%	5-10yr	BBB	0.3%	View
Commodities	High	+10%	1-3yr	BBB	0.4%	View
Private Equity	Very High	+15%	5-10yr	BBB	0.6%	View
Art Collection	Very High	+18%	10-15yr	BBB	0.8%	View
Collectible Cars	Very High	+20%	10-15yr	BBB	1.0%	View
Wine Collection	High	+12%	10-15yr	BBB	0.7%	View
Stamp Collection	Medium	+8%	10-15yr	BBB	0.5%	View
Antique Furniture	Medium	+10%	10-15yr	BBB	0.6%	View
Real Estate Development	High	+14%	5-10yr	BBB	0.4%	View
Infrastructure	Medium	+9%	10-15yr	BBB	0.3%	View
Private Debt	Low	+7%	5-10yr	BBB	0.2%	View
Alternative Energy	High	+11%	5-10yr	BBB	0.4%	View
Art Collection	Very High	+18%	10-15yr	BBB	0.8%	View
Collectible Cars	Very High	+20%	10-15yr	BBB	1.0%	View
Wine Collection	High	+12%	10-15yr	BBB	0.7%	View
Stamp Collection	Medium	+8%	10-15yr	BBB	0.5%	View
Antique Furniture	Medium	+10%	10-15yr	BBB	0.6%	View
Real Estate Development	High	+14%	5-10yr	BBB	0.4%	View
Infrastructure	Medium	+9%	10-15yr	BBB	0.3%	View
Private Debt	Low	+7%	5-10yr	BBB	0.2%	View
Alternative Energy	High	+11%	5-10yr	BBB	0.4%	View



Standalone or integrated use

Both the Retirement Planner and Investment Planner can be used standalone or in conjunction with the Attitude to Risk Profiler, with the results from the Risk Profiler passed automatically through to the Investment Planner. Outputs can be automatically exported as a PDF report, which can then be printed, saved to your desktop or sent to your client for their reference.

SUPPORTING GREAT CLIENT OUTCOMES (CONTINUED)

Client benefits of the Advance by Embark Platform at a glance

1

Stability over the longer term

Our Platform has the products, investments and functionality to support clients up to and through retirement, without the disruption and expense of a platform move or any additional platform charges when it comes to the income taking stage.

2

Support for informed decision making

Whether it's our extensive range of planning tools that enhance the quality and focus of your discussions together, access to a simple-to-use client portal, our range of at-a-click information reports, or the notepad facility for keeping track of off-platform investments, our Platform offers many features to support more informed decision making on your clients' part.

3

Genuine flexibility and choice

Our Platform is designed as a one-stop-shop for your clients' main long-term saving needs, meaning flexibility and choice are baked in as standard – from our extensive selection of investments to close control over the date each month on which any income they take is paid.

4

A family-friendly approach

Our Platform creates a positive environment for family financial planning, including access to junior products, access to estate planning trusts through the Utmost Offshore Bond, and savings on Platform charges via the family linking of Portfolios covering up to three generations.

SUPPORTING GREAT CLIENT OUTCOMES (CONTINUED)

Client benefits of the Advance by Embark Platform at a glance (continued)

5

Responsiveness to their needs

Once a client's account is set up, they can rely on you being able to quickly make changes on their behalf without additional signatures or paperwork. And our client portal is smartphone- and tablet-optimised so your client has the option to keep track of their Advance Portfolio on the go.

6

The best of your time

Our stable, proven technology and great support for you is all about getting the basics right without a fuss, meaning your clients ultimately benefit from more of your time being focused where it should be – on working together to meet your clients' long-term financial needs.

7

Certainty and peace of mind

Unlike many other platforms, we put our balance sheet in play to pre-fund deposits, withdrawals, fund switches, pensions tax relief and more, meaning your client can make firm plans around these transactions as soon as they are made. They don't have to wait for funds to clear.

If your client wishes it, we offer built-in access to investment life cover over a five-year term. And everyone gets automatic accidental death cover, at no cost, during the first year of investment through their Advance Portfolio. There are no underwriting or health requirements in either case.

SUPPORTING GREAT CLIENT OUTCOMES (CONTINUED)

Great support for you

The customer is at the heart of what we do, and it's no different for advisers using the Advance by Embark Platform. We'll hold your hand as much or as little as you want at every stage to help you get the most from it, for the benefit of your clients and for your business.

Tailored platform adoption support

Our team of regionally based Platform Adoption Consultants support firms adopting our Platform, providing appropriate training and managing issues arising during the adoption process.

Their role is to provide relevant and timely skills and resources to aid the smooth adoption of the Platform processes. They will specifically cover the configuration of the Platform to your firm's needs and the creation and delivery of a tailored training programme.

Depending on your firm's specific requirements, a bespoke implementation may involve data analysis of backbook holdings and complex asset transitions.

Once we understand exactly what support you need from us, we work through the following steps, adjusting them as necessary according to your particular circumstances:

- **Set up an initial meeting to discuss and agree the draft implementation plan, roles and responsibilities of the project team and immediate next actions.**
- **Hold regular meetings, typically weekly, to keep progress on track and for any issues and risks to be raised and managed.**
- **Gather all the required paperwork and documentation.**
- **Perform analysis of any asset transitions and present findings.**
- **Coordinate the production of any required communications and plan literature.**
- **Conduct a post-implementation review.**

SUPPORTING GREAT CLIENT OUTCOMES (CONTINUED)

Robust continuing support

Once you are up and running, you continue to have access to our broader support team, including:

- **Advance Account Manager** – your firm will have a named Account Manager who will get to know you and your business (assuming they don't already) and be your firm's first point of contact.
- **Ongoing Platform Adoption Consultant and/or telephone adoption support** – arranging further sessions of full Platform onboarding training, designed around your firm's processes as required, and providing continuing support, particularly as we roll out new Platform features and services.
- **Service Support** – our Platform features highly reliable, easy to use, automated end-to-end processes, meaning your need for day-to-day service support is likely to be limited in practice. But if you do need our help we are there for you, with our service support experts primed to help you resolve administrative, pipeline, access or system queries.
- **Technical Support** – we have a dedicated team of experts who can answer pension, tax, trusts and investment queries on demand.

Committed to your professional development

Embark is one of the principal Partners of the New Model Business Academy (NMBA), a free to join not-for-profit organisation dedicated to developing the financial advice profession in a number of key areas:

- **Professional Development** – Providing guidance and support in working towards relevant qualifications, as well as a comprehensive programme of CPD. The NMBA Professional Development framework focuses on the unique skill set of financial advisers, therefore covering technical knowledge, conduct and ethics, business development, practice management and personal development areas.
- **Business Evolution** – Through the sharing of ideas and expertise within its online community and Best Practice Meetings, the NMBA supports members with the evolution of their business models, to improve profitability and process efficiencies within our rapidly changing industry.
- **Relevant Information** – The NMBA keeps its membership up to date with news, views and information relevant to their needs, in order to keep one step ahead and to enhance the quality of advice delivered to customers.



Specialist team contact

All of our specialist teams have their own direct contact phone numbers and email addresses to make it as easy as possible for you to access the support you need. Your Advance Account Manager will be able to provide you with a personalised list of contacts for your firm.

We are also able to run a range of webinars, seminars and local workshops for adviser firms across the UK to suit your particular firm's learning requirements.

A TRUSTED PARTNER FOR YOUR BUSINESS

You should be able to trust your platform partner as much as your clients trust you.

Behind all our Platform's functionality, support and depth of service is our driving desire to be your trusted partner, helping you work as easily and effectively as possible and focus where you should – on meeting clients' needs.

A platform for experts, by experts

Whether you are considering a platform for the first time, reviewing your segmentation and platform matching strategy in light of the FCA's PROD rules, or conducting a periodic review of your current platform partners, we believe the Advance by Embark Platform performs well against the criteria the FCA has said you might want to consider when choosing the right platform(s) for your business.

About the platforms:

- The platform provider (for example, their reputation and financial standing)
- Terms and conditions of using the platform
- Charges – including actual cost, charging structure and transparency of charges
- Range of funds, tax wrappers and other products available
- Range of asset classes
- Functionality (for example the ability to switch or re-register off platform or record legacy assets)
- Accessibility
- Additional tools (for example, risk profiling and asset allocation tools)
- Support services (for example, help facilities and training)

From FCA Factsheet No.012, Platforms: using fund supermarkets and wraps.

A TRUSTED PARTNER FOR YOUR BUSINESS (CONTINUED)



To find out more

Thank you for taking the time to read about the Advance by Embark Platform and what it has to offer you and your clients. For a more detailed discussion, specific to your business, or to arrange a demonstration, please speak to your Account Manager on **0345 607 2013** (we may record or monitor calls to improve our service.)



0345 607 2013

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