

POSITIVE SOLUTIONS SPECIALISE  
IN OFFERING IRREPROACHABLE  
ADVICE AND IMPECCABLE  
PERSONAL SERVICE



## AN INTRODUCTION TO POSITIVE SOLUTIONS



## POSITIVE SOLUTIONS A BRIEF HISTORY

Positive Solutions is the UK's largest national IFA firm and looks after the interests of over 650,000 clients. Not being tied to any product provider ensures our IFA Partners are free to choose the products and services that suit their clients' needs from across the whole of the UK financial services market.

Independent Financial Advisers based throughout the UK currently benefit from the service we provide. Our wireless technology means they can work from anywhere although many choose to work from one of our regional offices located in Central London, Coventry, Edinburgh, Glasgow, Leeds, Manchester, Plymouth, Southampton or at our Head Office in Newcastle.

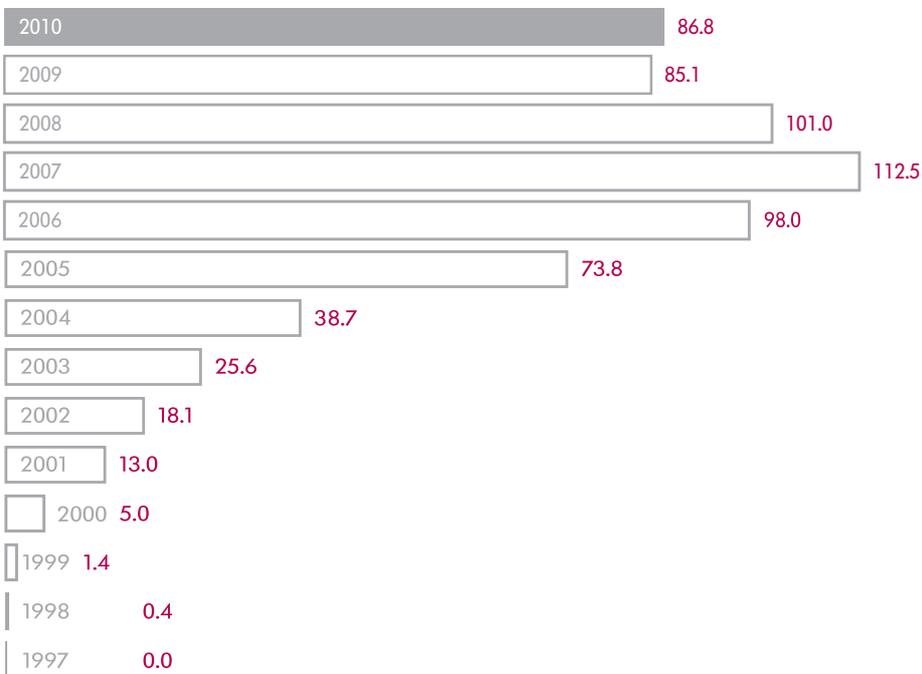
Positive Solutions was founded in 1997 with the simple intention of helping individual IFAs to deliver a more enhanced service for their clients than was possible if they worked alone. This intention seems to have struck a chord with IFAs as we have grown from 3 founders to over 1,000 Partners.

Originally privately owned, Positive Solutions has been wholly owned by AEGON since 2005 and is continuing to prosper under a new management team. Our new team has a blue-chip track record within the UK's financial services industry and believes wholeheartedly in working closely with the FSA and with other industry and consumer bodies in order to understand what the future holds for our IFA Partners and their clients.

## OUR FINANCIAL STRENGTH

When we talk about the financial strength of Positive Solutions it's a combination of the financial gains we've made from our impressive profit performance and the added financial security of being backed by AEGON, one of the largest financial institutions in the world. Even in the recent financially hazardous marketplace we've maintained a strong performance reporting a turnover of £86.1m.

Turnover £m



Importantly our financial success and strength has allowed us to be independent financially from the beginning. It also allows us to have strong convictions about how to deliver advice to clients, about a belief in the power of advice and that all consumers should receive the best advice possible.

## OUR 2010 PERFORMANCE IN DETAIL

In light of the market conditions and the performance of our competitors Positive Solutions delivered another strong business performance in 2010. The financial highlights are noted below:

	2010 £000's	2009 £000'S
Turnover	86,841	85,123
Gross profit before share option credit/(charges)	15,793	15,334
Gross profit as a % of turnover	18.2%	18.0%
Operating (Loss)/profit before share option credit/(charges)	(2,010)	(7,073)
(Loss)/profit before tax	(2,125)	(7,365)
Partners (registered individuals)	1,254	1,614

The financial advice market continues to contend with the challenges of a depressed economic environment, a raise in professional standards and a radically changing regulatory landscape. The economic climate with increasing fuel and food costs, threat of redundancies, low interest rates and volatile stock markets, impact negatively on consumer and business confidence. Once again Positive Solutions has responded to these challenges and we continue to transform our business in order to enable us to secure the opportunities we see arising over the next few years.

During 2010 we took action to improve our financial performance, we further strengthened our senior leadership team, we evolved our governance framework, we investigated and fully addressed any regulatory legacy issues and we invested heavily in further developing our business model and IFA Partner offering. We experienced an overall loss of £2,010,000 which represented an improvement of over £5 million. Turnover improved to £86,841,000, gross profit also improved to £15,793,000 and gross margin improved slightly to 18.2%.

Our three areas of focus for 2011 and 2012 remain – improving our financial performance, proactively evolving a strong compliance framework and preparing our business for the future. Whilst we view the future operating environment to be just as challenging as the last three years, our confidence and belief in our ability to deliver a strong future performance is high. We remain absolutely focussed on working with our IFA Partners to ensure that they have the skills and knowledge, the technology and the support services necessary to deliver a compelling high quality client experience.

# OUR PROMISE TO OUR CLIENTS

Only Independent Financial Advisers that meet our criteria are invited to become Partners of Positive Solutions. By choosing to work with them you can be assured of the highest standard of advice. Each of our IFA Partners promise to uphold the Positive Solutions Partnership Code, whose principles are integral to their own business philosophy of absolute integrity, dedication to client's interests, and an ongoing commitment to provide professional excellence in every aspect of their advisory role.

Positive Solutions is an organisation whose purpose is to help our clients understand, protect, and increase their assets. We refer to all members of Positive Solutions as Partners, this includes staff, IFA firms, shareholders, and directors. All Partners subscribe to our Partnership Code which sets out explicit principles as to how they deal with private clients and other members. The details appropriate to you – a Partner are set out below:

## Your Positive Solutions Partner will:

1. give impartial, independent advice
2. act for you at all times, not for any product or service provider. He or she is your adviser and must always put you first
3. be honest and open with you
4. give you written Terms of Business before giving you any advice
5. give you a written report or letter explaining his or her reasons for any recommendations
6. be a qualified, experienced financial planner, which means he or she has passed (as a minimum) the Chartered Insurance Institute's full Financial Planning Certificate examinations or equivalent
7. be considered financially fit to conduct investment business
8. be subject to ongoing examination to determine whether he or she is still financially fit to conduct investment business
9. keep increasing his or her own knowledge and professionalism through 'continuous professional development'
10. be part of a larger network of similar professionals and product specialists, which helps to ensure that you always have access to up-to-date information
11. have access to leading technology to help him or her do the research and administration needed for private clients
12. give you access to the Positive Solutions organisation and any data that we hold on your behalf

# MAKING SURE OUR CLIENTS ARE PROTECTED

You have now heard about our excellent advisory service, our history, our scale, our financial strength and success and our promise to our clients. Finally we would like to assure you that your clients will be protected whilst receiving financial advice from Positive Solutions.

## Regulation

Positive Solutions is authorised and regulated by the Financial Services Authority and bound by its rules. Our full business details are; Positive Solutions (Financial Services) Ltd., Riverside House, The Waterfront, Newcastle upon Tyne. NE15 8NY. Our permitted business is arranging and advising on Investments, Pensions, Insurance, Regulated Mortgage Contracts and Equity Release. Our regulated identification number is 184591 and you can visit the FSA website to confirm our details at [www.fsa.gov.uk](http://www.fsa.gov.uk). The Financial Services Authority (FSA) is the independent watchdog that regulates financial services.

## Professional Indemnity Insurance

Each of our Partners is covered by professional indemnity insurance that we put in place for them. The policy covers Positive Solutions (Financial Services) Limited and all its past and present subsidiaries including all past, present and future Appointed Representatives and trading styles of Positive Solutions (Financial Services) Limited.

Limit of Indemnity GBP 3,000,000 each claim and in the aggregate but GBP 3,000,000 each claim in respect of General Insurance Contracts.

## Making a complaint

At Positive Solutions we aim to meet and where possible, exceed the expectation of our customers. However, there are rare occasions when things go wrong. If this happens, we try to ensure that you are not disadvantaged and that any inconvenience is minimised.

All complaints are handled by our dedicated complaints team at our head office in Newcastle.

## The Financial Services Compensation Scheme (FSCS)

We are covered by the FSCS. Our clients may be entitled to compensation from the scheme if we cannot meet our obligations. This depends on the type of business and the circumstances of the claim.

## Deposits

Cash deposits in Banks and Building Societies are covered up to £85,000 per person per authorised firm.

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#### Investment (e.g. Unit Trusts; OEICS etc.)

Most types of investment business are covered up to 100% of the first £50,000.

#### Insurance (e.g. General Insurance, Life Assurance, Investment Bonds, Endowments and Pensions)

Insurance advising and arranging is covered for 90% of the claim, without any upper limit. For compulsory classes of insurance, insurance advising and arranging is covered for 100% of the claim, without any upper limit.

#### Mortgages and Home Finance

Advising and arranging mortgages and home finance is covered up to 100% of the first £50,000.

Further information about compensation scheme arrangements is available from the FSCS at [www.fscs.org.uk](http://www.fscs.org.uk)



Positive Solutions (Financial Services) Ltd  
Riverside House  
The Waterfront  
Newcastle upon Tyne  
NE15 8NY

Tel: 0871 700 1111  
Fax: 0871 700 0010

Positive Solutions (Financial Services) Limited is authorised and regulated by the Financial Services Authority (FSA). Registered as a Limited Company In England and Wales No. 3276760. The Financial Services Authority does not regulate some aspects of taxation advice, commercial finance and business development loans. The term "IFA Partner" is used in recognition of the shared values and principles in our organisation. Please note, however that IFA partners are not "partners" in the legal sense of the word. Neither our IFA Partners nor Positive Solutions will be liable as partners of a legal partnership. 619 0212 About Us Brochure.