

# STRONGER SUPPORT

Delivering more to advisers



ROYAL  
LONDON

THIS IS FOR FINANCIAL ADVISER USE ONLY AND SHOULDN'T BE RELIED UPON BY ANY OTHER PERSON.



**We're on your side.**  
**The financial advisers**  
**who dedicate their time**  
**to improving the lives**  
**of others. We see the**  
**challenges you face –**  
**and we're here to help.**

At Royal London, we believe customers enjoy better financial futures when advisers and providers work together. That's why we like to make sure you're kept at the heart of everything we do.

We've written this brochure to give you a feel for who we are, what makes us different and the support we can offer both your clients and your business.

We won **Best Pension Provider** at the  
2017 Money Marketing Awards.

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## A WARM WELCOME

### We're proud to champion the value of impartial advice.

We believe it brings customers closer to the products that are right for them.

It's a key step towards delivering better outcomes. And it builds trust for our products and services.

#### Changing customer needs

In today's world of auto enrolment and pension freedom, millions of customers are faced with compulsory compliance or abundant choice.

In this market, I believe our role is to build products that represent value for money. And deliver these to customers with ongoing services and support they can truly count on.

At the same time, we absolutely believe the best customer experience will always be anchored by quality impartial advice.

That means we need to make sure we're giving your business the level of support it deserves.

#### Our approach

While other providers make moves to remove vital adviser services from the retirement planning process, we see things a little differently.

Indeed, we're committed to not only developing solutions that will help you deliver the vital services our market needs – but finding new ways that are more effective and efficient for your business.



**Isobel Langton**  
CEO Intermediary

Through these pages, I hope the level of commitment and support you can expect when you choose to work with us becomes clear.

Namely that our propositions are built on the foundations of great people, flexible products and outstanding customer service.

We think many advisers already see the value in our difference - and we hope you will too.

# GET TO KNOW US

**Established in 1861, Royal London is the largest mutual life, pensions and investment company in the UK.**

## What makes us different

All financial organisations in the UK fall into two main groups: public limited companies (PLCs) and 'mutuals'.

While a PLC is owned by and answerable to shareholders, mutual organisations like Royal London are fully owned by their members.

And if you choose a workplace pension with us, your clients will automatically become members of Royal London when they join.

## The mutual benefit

Being a mutual means we have no shareholders to pay. Instead we can share our profits with our members, or reinvest them back into our business to give greater value and higher levels of service.

Having no shareholders also means we don't have demands put on us to make snap decisions when the markets get tough. So you can be sure everything we do has your clients' best interests in mind.

## Our financial strength

As the UK's largest mutual life, pensions and investment company, we offer our customers firm foundations of financial security.

With financial strength that's rated "very strong"<sup>1</sup>, you can be sure we'll not only be here for your business today – we'll be there for your clients tomorrow.

## About our brand

The values that have guided us for the last 150 years have not only shaped how we act, but also how we look and what we say.

We affectionately capture the more quirky side of British life – the fun, inventive, unguarded moments that make us smile and make us human.

Our brand is respectful of our past. It looks to the future. And it celebrates our difference.

We affectionately capture  
**the quirky side** of British life.



<sup>1</sup> AKG Actuaries & Consultants Ltd, January 2018



# A LOT TO SHOUT ABOUT

**We think you can tell a lot about a company from their industry awards and ratings.**

We're proud of what we do. And we're delighted when our efforts are recognised by the very people we strive to serve.

The fact our performance has been acknowledged across many award categories is testament to the expertise of our own people and our unwavering commitment to doing all we can for your business and your clients.



**We've been awarded five stars** for service at the Financial Adviser Service Awards – nine years running.



# OUR COMMITMENT TO YOUR BUSINESS

**If customers are to enjoy the best possible outcomes and experience, we believe our market needs a strong and healthy independent advice sector.**

To make our stance clear, we've laid out three adviser commitments.

1

## **WE HAVE NO PLANS TO OFFER ADVICE.**

We believe the best advice comes without compromise. That means it has to be impartial and it has to be delivered with a full understanding of the customer's needs.

That's why we stick to what we do best – delivering value for money propositions, investing in excellent customer service and giving you the tools and support you need to deliver your services efficiently and cost-effectively.

2

## **WHEN YOUR CLIENTS NEED ADVICE, WE'LL POINT THEM TO YOU.**

We'll actively encourage our customers, your clients, to seek impartial advice from you at every opportunity.

However, we'll never leave them without the support they need – and we'll always be guided to take the action we believe is in their long-term best interests.

3

## **WE'LL NEVER CROSS-SELL OR UPSELL TO YOUR CLIENTS.**

We choose to distribute our products and services through intermediaries because we truly believe that's the right thing to do.

Of course, there will be times when we need to engage with your clients on matters that affect them – but we won't get in the way of your relationship with them.

We aim to **stand alongside financial advisers**, not work in competition with you.



## **BACKING ADVISERS**

We access pension customers through intermediaries – where we are a recommendation at the end of a professional impartial advice service.

That's why we design our products and services to complement the role of the adviser, giving you the freedom to tailor solutions to suit your clients' needs; and the flexibility to adapt as those needs evolve.

We use our voice to lobby on your behalf, we actively promote the value of your expertise and we do all we can to help you stay on the right side of our ever-changing legislation and regulation.

On top of all this, we choose to invest in new tools and technology that can help you deliver new services which are valued by your clients and can generate greater profit for your business.

*Ewan F. Smith*

**Ewan F. Smith**  
Proposition & Strategy Director



# FEEL THE MUTUAL BENEFIT

## We believe our mutuality is a state of mind.

A core philosophy that we exist for one sole purpose – to deliver the best possible experience for our members and customers.

Where a PLC will try to push its resources towards generating greater profit for its shareholders, our actions will always be guided by the long-term best interests of your clients.

It's this simple ethos that makes us different to most of our competitors.

### What are the benefits of being a Royal London member?

Our members are able to share in our profits – we call this ProfitShare. They also have access to other exclusive member benefits and competitions.

They're entitled to a vote at our AGM – which they can use to shape the future direction of our company.

So while the biggest shareholder can drive the agenda for a PLC, the voices of all our members are treated equally.

### How do your clients become members of Royal London?

If your clients take out a unit-linked pension plan with us, they'll automatically qualify for membership under the terms of our Articles of Association.<sup>1</sup>

Each year, we'll aim  
to boost your client's  
retirement savings by  
**0.15 - 0.25%**<sup>2</sup>

<sup>1</sup> For occupational pension schemes, the scheme trustees will qualify for membership – not the individual scheme members. Further details around the rules governing membership are available on request.

<sup>2</sup> ProfitShare awards could be more or less than this.

We shared a whopping **£142m** of our profits from 2017 with our members and customers.



## SHARING OUR PROFITS

As a mutual company, we want to make sure our members and customers enjoy the best possible outcomes and experience.

ProfitShare is a tangible expression of that belief. By giving your clients a slice of our profits, they'll see their retirement savings grow – and feel the benefit of being a valued member of Royal London.

Best of all, there isn't a catch. While we can't guarantee a ProfitShare every year, once we've given one, it's your client's to keep. And, subject to the pension regulations, they can use it how they like.

Overall, ProfitShare is testament to Royal London being a robust, independent organisation with the interests of our members and customers at the heart of everything we do.

**Isobel Langton**  
CEO Intermediary



# CAREFULLY CRAFTED INVESTMENTS

## Looking after your client's investments can be a full time job.

Indeed, you can lose a big chunk of your time picking the right funds, monitoring their ongoing performance and adjusting the meticulously balanced asset mix.

### Enjoy a ready-made solution

Whether your client is starting up or winding down, we offer a wide range of carefully crafted investment portfolios and strategies. We call them our Governed Range.

All our 'ready-made' investment solutions are looked after by our Investment Advisory Committee (IAC). That means they benefit from regular reviews, hands-on supervision and ongoing fine-tuning to make sure they stick to their objectives. All at no extra cost.

So they can not only meet the demands of your clients - but build resource back into your business.

### Who are our IAC?

Our IAC is made up of five pension and investment experts, headed by a fully independent chair.

We believe better governance leads to better outcomes – so our IAC meet at least once every quarter to analyse the efficiency, performance and risk of our Governed Range.

Their main aim is to take a long-term view, ensuring all our investment decisions are based on sound fundamentals for our investors.

### Create your own solution

If you'd rather take complete control of your client's investments, you can choose from over 160 professionally managed funds from some of the world's most renowned investment houses.

# DISCOVER OUR GOVERNED RANGE



## PORTFOLIOS TO SATISFY CLIENT APPETITES

We have nine risk-graded Governed Portfolios boasting great governance and risk management. They're designed to match your client's attitude to risk and term to retirement.



## STRATEGIES TO HIT AGREED TARGETS

If your client is targeting a specific retirement goal, like taking cash or a regular income, our Lifestyle Strategies automatically switch their investments as they approach retirement to help them achieve their desired outcome.



## SOLUTIONS TO MAKE AN INCOME LAST

If your client is looking to enjoy flexible access to their retirement savings, we have five Governed Retirement Income Portfolios which take account of the level of risk required to achieve a particular level of income.

All the investment solutions covered by our Governed Range benefit from **regular reviews, hands-on supervision and ongoing fine-tuning** to make sure they're sticking to their objectives. At no extra cost.



# KEEPING THINGS COMPLIANT

**These days it's not enough for you to do the right thing by your clients – you need to be able to prove it too.**

You have countless regulations and specifications to abide by - where failure could bring severe reputational damage to your business.

It's a lot of pressure – and it's undoubtedly stressful. But if this is the sort of thing that keeps you awake at night, we can give you some peace of mind.

At Royal London, we choose to invest in new tools and technology which can lighten your ever increasing compliance burden.

Indeed, we focus on helping you deliver real value for your clients, through new services which you can charge for.

So whoever your client is and wherever they are in their retirement journey, we believe we have a solution to ease your compliance worries and generate more profit for your business.

We focus on helping you deliver new services your clients will value – **and you can charge for.**

# DELIVERING VALUE WHERE IT COUNTS



## CLIENT REVIEW SERVICE

We can help you get your clients in shape for retirement. As part of your regular review process, we'll help you create visual, engaging reports in your brand to show your clients exactly how their plan is doing and what their future looks like.



## DRAWDOWN GOVERNANCE SERVICE

If you have clients enjoying flexible access to their retirement savings, we can help you monitor the income they're taking, see when things are heading off track and explain the likelihood of their savings lasting for as long as they need them to.



## AUTO ENROLMENT IMPLEMENTATION SERVICE

Whether your client is new to auto enrolment or has been up and running for a while, our implementation experts can smooth the transition to Royal London, train them on what they need to do and iron out any issues they're having.

# ENJOY OUR ADDED CONSULTANT COMFORT

**We think your business deserves a named contact with a direct line to reach them on.**

So when you work with us, you'll get your own Royal London consultant.

Whether it's boots on the ground or an ear to the phone, they're here to manage our relationship with you and make sure your business is getting the support it needs, whenever it needs it.

## Count on our experience

We like to make sure all our consultants are given regular, intensive training to make sure they always know both our business and our market inside out.

So when you need to understand exactly how we can deliver the right solution for your client, we'll never ask you to dial a call centre or trawl our website.

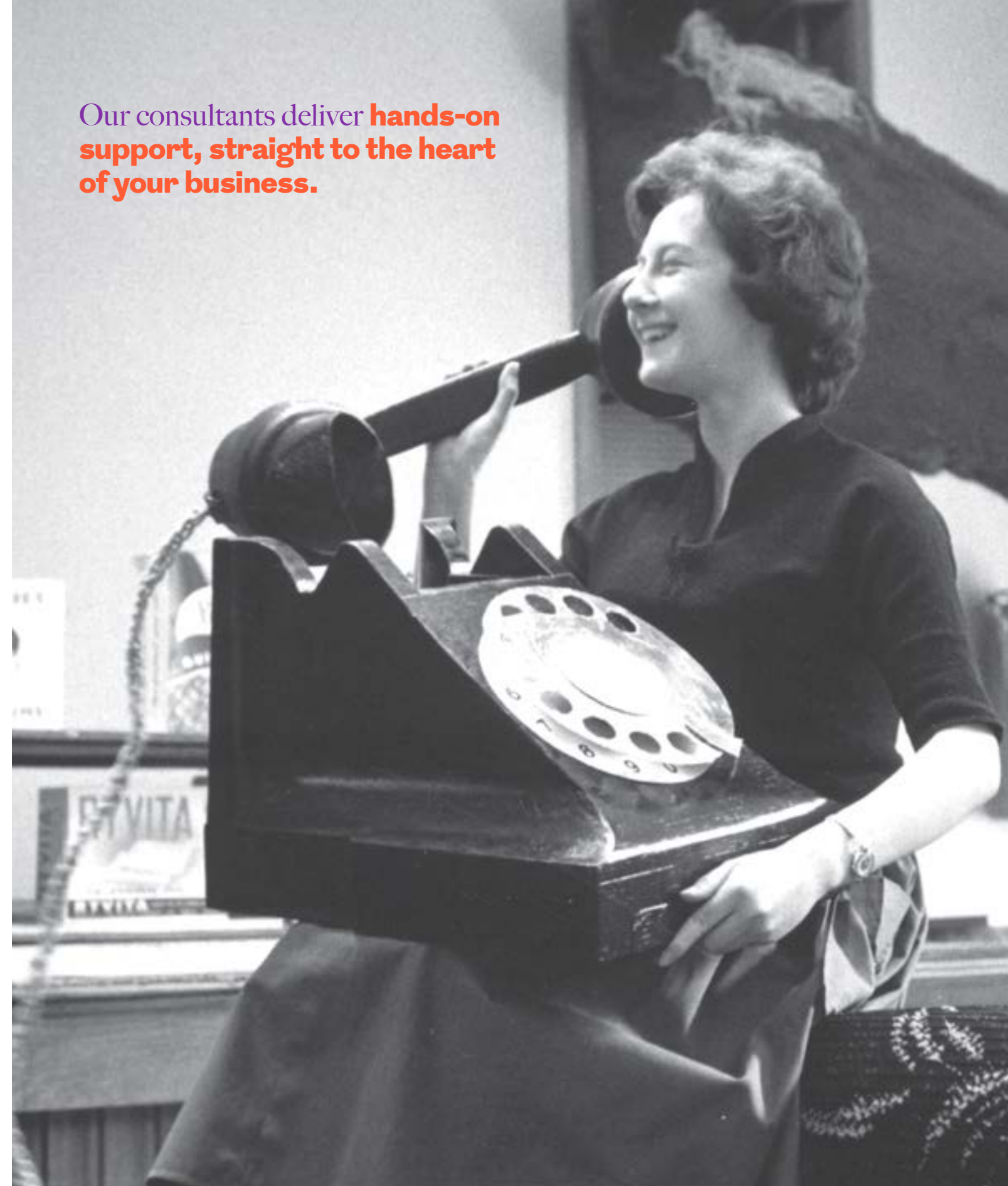
All you need to do is pick up the phone and they'll be there.

## Expect a clear line of sight

All our consultants work closely with their own new business contact.

So if you need an update on your client's application or want to find out when you'll be paid, you can be sure the chain that leads from your office to our systems will be direct and unbroken.

Our consultants deliver **hands-on support, straight to the heart of your business.**





# SERVICE THAT SINGS

## We pride ourselves on the quality of service we can bring to your business.

While we'll always invest in technology and tools to help you deliver more efficient services to your clients, we absolutely believe our staff should carry our relationship with you – so we like to make sure you have easy access to them.

It's probably this attention to detail that's seen us awarded five stars for service at the Financial Adviser Service Awards – nine years in a row.

### Find experts at your fingertips

We all know how quickly the world can change around us. And keeping up to speed with exactly what those changes mean for your business and your clients can eat up your time.

That's why we employ a team of experts to make your life easier. When the government announce something new or tinker with something old, you can count on us to decipher it for you.

You can speak to our experts directly over the phone – or find all their regulatory and legislative updates neatly packaged in our regular newsletters, written specifically with the modern-day adviser in mind.

### Deliver more online

Everything we do is underpinned by our award-winning online service, which has a wide range of useful tools and features.

In a few simple steps, you can create illustrations, manage investments and create reports to walk your clients through their plan's performance and future outlook.

And, if you ever feel you need to brush up on how to use our tools – or even find your way around a best advice system – we have a dedicated team ready to give you all the help you need.

We've been awarded five stars for service at the Financial Adviser Service Awards – **nine years running.**



## THE HUMAN TOUCH

We think our relationship with advisers is best served by constant collaboration.

By plugging our people directly into your business, we can tap into the daily challenges you face – which helps us develop the solutions your clients demand.

Our staff will work as an extension to your team; helping to lighten your load and letting you get on with doing what you do best – advising your clients.

Of course, that's not to say all you can expect from us is live support. Indeed, our propositions come packed with clever tools, innovative investments and engaging client communications – all designed to make your life easier.

A handwritten signature in dark ink, appearing to read 'Colin Mitchell'.

**Colin Mitchell**  
Head of Pensions  
Proposition Design



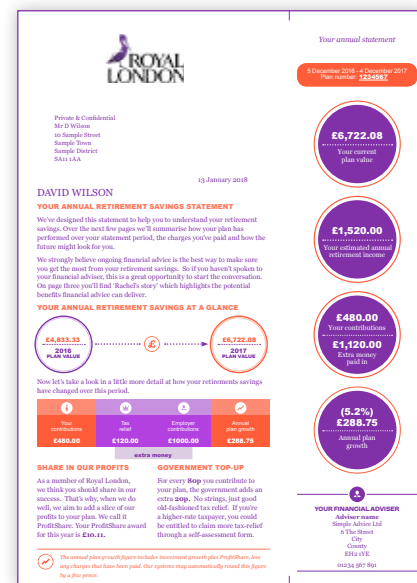
# READY-MADE TALKING POINTS


We're always looking for new ways to engage our members, and help you with your client conversations.

## A modern yearly update

We spoke to real pension savers when creating our annual statement, to make sure our members get the information they really need.

You can use it as an opportunity to get in touch with your clients. We'll even make sure you get a copy in advance to help you prepare.



 The current value of your client's retirement savings

 Year on year performance

 Charges paid in the last year

## An earlier retirement conversation

As your clients approach retirement, we want to help them get ready for the decisions that lie ahead.

That's why we begin our retirement conversations a little bit earlier. Starting five years before their chosen retirement age, your clients will get an engaging yearly update from us. It promotes the value of your services, and explains the key things your clients will want to discuss with you.

An earlier retirement conversation also gives you more opportunities to check in with your clients. And make sure they're on track for the retirement they want.





# SOME OF OUR KEY NUMBERS



**£114bn**

We have over £114bn funds under management.



**3,600**

We employ around 3,600 people across the UK and Ireland.



**£142m**

We shared £142m of our profits from 2017 – giving our eligible members and customers a boost to their retirement savings.



**X11**

Our online service has been awarded 5 stars at the 2017 FT Adviser Online Service & Innovation Awards – 11 years in a row.



**9m**

The Royal London Group looks after around 9 million policyholders.

All figures shown are correct as at December 2017



**X9**

We've been awarded 5 Stars for Excellent Service at the 2017 Financial Adviser Life and Pensions awards nine years running.



**£20bn**

Royal London customers have invested over £20bn in our Governed Portfolios – our range of ready-made investment solutions.



**+38%**

In 2017, our life and pensions new business grew by 38% on the previous year.

All figures shown are correct as at December 2017

# WHAT WE CARE ABOUT

**We think the responsibilities of any organisation stretch beyond the boundaries of its walls.**

So for us, our role as provider isn't just about doing what's best for our members and our customers – it's also about doing what's best for society at large.

We express these feelings by getting involved with the communities where we work, supporting the causes our employees believe in and doing our bit to protect the environment around us.

## Backing cricket

We believe in giving kids more opportunities to play outdoors. And through the Royal London Gilbert Cup, we want to find the cricket stars of the future.

Our 8-side softball cricket competition involves 18 counties from across the country and encourages hundreds of children to enjoy the game.

We also support the Professional Cricketers' Association Benevolent Fund. A sporting charity committed to helping former players and their families through times of hardship and upheaval, or to readjust to life beyond the game.



Since 1861, Royal London's social purpose has been to **protect the most vulnerable in our community.**

*Phil Loney, Royal London CEO*

## Community engagement

In 2016, our people voted for how they'd like to frame our charitable community work.

The theme they chose is to support people living with a chronic or long-term condition – and we now have a local charity partner aligned to each of our offices throughout the UK.

Each charity has asked for different types of support; from volunteering to business skills sharing; from fundraising (for a minibus) to helping raise awareness of their cause.

We'll be giving our people plenty of opportunities to get behind each cause so they can make a real difference in the communities in which we live and work.



Our people take on lots of different challenges to help raise money for our local charity partners.



If you'd like to find out more about how we can support your business, please speak to your usual Royal London contact.

You can also visit us at  
**[adviser.royallondon.com](http://adviser.royallondon.com)**



**Royal London**

1 Thistle Street, Edinburgh EH2 1DG

**[royallondon.com](http://royallondon.com)**

All literature about products that carry the Royal London brand is available in large print format on request to the Marketing Department at Royal London, 1 Thistle Street, Edinburgh EH2 1DG.

All of our printed products are produced on stock which is from FSC® certified forests.

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