

A platform built around you and your business

Making advisers' lives easier and their firms more efficient – while providing a great end-investor experience for their clients – is at the heart of what we stand for. We believe in building strong, enduring partnerships with adviser firms, collaborating closely with them to ensure our platform remains in-tune with their requirements. Our goal is to help firms build strong, profitable and sustainable businesses and to support them through any challenges that may arise.

A service you can rely on

- As a privately-owned and independent company, we are able to make long-term decisions in the best interests of our clients.
- Financial strength – a strong balance sheet and liquidity position with Common Equity Tier 1 capital.
- Over £51bn of assets under administration on the platform as at the end of 31 March 2024.
- A robust Business Continuity Plan means we are open for business throughout any challenging circumstance.
- Four top ratings from Defaqto including two gold awards for service.



360,000+

Clients on our platform

4,800+

Total adviser firms

As at 31 March 2024



Multi-million-pound investment programme over the last nine years with ongoing developments planned.

2023 sales

Fidelity Adviser Solutions wrote over £5bn in new sales for the fourth year in a row.

Source: Fidelity



Easy to do business with

- Efficient administration and enhanced investment services.
- Provides a single view of the client.
- 99% of transactions are conducted online.
- A fully-automated re-registration and transfer process utilising TEX and Origo's 'Options transfer' service.
- Flexible Adviser Fee service catering for initial, ongoing and one-off fees.
- Increasing client satisfaction – in 2022 and 2023, our relationship Net Promoter Score was the highest on record since the survey began over 10 years ago.



"The many ways in which Fidelity has supported the launch and first 10 months of our distribution relationship has been exemplary."

Platform user

Exceptional choice and value

- Low-cost, award-winning Pension.
- ISA and Junior ISA.
- Investment Account.
- Cash Management Account.
- Trusts and Offshore Bonds.

A highly-competitive and transparent charging model

- Clean share price funds only.
- Rebates or access to cheaper share classes from over 30 providers.
- No set up or administration fees for our Pension.
- No additional costs for drawdown.
- No charges for our cash management services.
- A flat annual Investor Fee of £45.
- A Service Fee of 0.25% pa based on the value of the client's investments.



7,000+

Funds, shares, bonds, ETFs, Investment Trusts and a smoothed return pension fund

325+

Fund partners

As at 31 March 2024

Business services that put you in control

- Bespoke and firm level advisory model portfolio service – we also offer a DFM Service that has 140+ DFM (both third-party and in-house).
- Research tools, Morningstar ratings and fund fact sheets.
- Secure Client Management facility.
- Over 30 reports available providing comprehensive client and business MI.
- Capital Gains reporting.
- Income reporting.

Support for your business and clients

- Technical Matters hub: approximately 100 different resources to help you with the more complex areas of pensions, retirement and tax.
- Ongoing practitioner insights and research on managing an advice business, such as our IFA DNA study and The Financial Power of Women report.
- Regulatory updates and summaries, looking at areas such as pension transfer advice, vulnerable customers and the PROD rules.
- Advice on combating the increasing threat of cyber crime.
- Your clients have access to our user-friendly mobile app – one of the highest-rated apps in the sector.
- Dedicated web hubs on the Consumer Duty and the fair treatment of vulnerable clients.



Core features

- Fidelity Conquest Planning**
We've partnered with Conquest as the distributor of its financial planning software to UK IFAs. The software supports advisory firms with goals based financial planning, including accumulation and decumulation phases of a client's lifetime.
- Client reporting**
All the information for a client review meeting in one convenient place.
- Pension Summary report**
A detailed overview of client pension accounts with over 50 data fields, including contributions, withdrawals and allowances.
- Upload & Send function**
Digitally submit over 70 offline instructions or documents to us in a secure and timely way.
- Digital signatures**
Submit documents that are digitally signed by clients using, for example, DocuSign or Adobe Sign.
- Sustainable investing hub**
Insights, guides and fund information to aid your client discussions.
- API Technology deliveries**
It is now possible to create and control personalised screens, giving you greater control over the customer experience.
- Origo Integration Hub**
We've joined the Origo Integration Hub to allow us to work with different back-office providers to help cut the time you spend on admin.
- Enhancements to our DFM service**
We've added functionality such as enriched reporting and the ability to split fees.
- Enhanced drawdown service**
Fully automated drawdown capability supporting one-off and regular crystallisations and taxable income.
- Re-registration**
The ability to track re-registration applications online and receive email notifications for status updates. We've also introduced new processes to facilitate the bulk re-registration of client assets.



We have been awarded this accolade for four years in a row – 2020, 2021, 2022 and 2023

"The ease of doing business is playing an increasingly important role in an adviser's platform due diligence. This is why we have undertaken detailed research of platforms' document submission protocols."

NextWealth



Embracing diversity and inclusion

As an employer, we are committed to diversity and inclusion and we continue to build a culture where everyone's voice is heard. As such, we have set five priority strands for our global D&I activities:

- Respecting and increasing our cultural diversity.
- Ensuring accessibility and enablement for people with disabilities and health conditions.
- Achieving a greater gender balance and parity.
- Embracing our LGBT+ people and communities.
- Ensuring social mobility is no barrier to success.

These priorities are sponsored and led by business leads and those passionate about the cause and impact to our future.



A commitment to sustainability

As a company, Fidelity International strives to partner with others in the industry to generate sustainable outcomes. This includes engaging with companies on climate change and supporting the transition to a low-carbon economy.

We are signatories to the Principles for Responsible Investment and currently have an A+ rating. We joined Climate Action 100+ in 2017, are a supporter of the Taskforce on Climate-Related Financial Disclosure (TCFD), a member of the Carbon Disclosure Project and a partner of the Climate Bond Initiative.



"Excellent service and staff, good on-line portal for adviser and clients, excellent investment choice, cost effective and flexibility with pensions and products overall."

Platform user

Further third-party recognition

