Help your clients retire with confidence by powering up your CRP

George Pullar, Strategic Relationship Manager, LV=

July 2025

For UK financial advisers only. Not to be used with customers.



This session will explore:

- **1.** How a better understanding of attitudes towards financial risk can help deliver optimal client outcomes in retirement.
- **2.** The importance of building stronger relationships with female clients.
- **3.** The psychology of investing and how you can mitigate behaviourial biases and support client composure.
- **4.** The benefits of a Centralised Retirement Proposition and how to enhance retirement portfolios.



Current considerations for clients

Is it enough?





The balancing act for advice

What is the risk required for clients' objectives? Do they have the composure for the risk required? Does the client have the attitude to risk required and what is their capacity for loss?



For the client, it's not just about the outcome

It's about the journey.

Clients that are not confident with investing may be likely to:

- Immediately contact their adviser should their investments fall suddenly.
- Be more concerned about possible losses than probable gains.
- Feel uncomfortable with financial uncertainty.
- Want minimal exposure to undue risk.



How are consumers feeling about risk and retirement?

For UK workers, finances are a key worry when they think about their retirement

- 26% worry about their financial future in general
- 17% worry about not being able to give up work and rely on retirement funds

32m UK adults (60%) are not comfortable with financial uncertainty

- 69% of women vs 51% of men
- Women were also more inclined to predict they are going to struggle financially in retirement (58% said they think they will struggle vs 49% of men)

Almost 2/3rds of women don't know what they will do with their pension in retirement.

Confident they will have **saved enough to retire**





Women's wealth matters

The opportunity

Women's wealth is accelerating

35% of total global personal investable wealth is expected to be controlled by women in 2025

60% of the UK's wealth is predicted to be in women's hands as of 2025

First inheritors

70% of women in the US change advisers within 1 year of their partner dying



Grey divorce

15% of people who divorced in the US in 2022 were over 65

7 Sources: 1. 'Women and Investing: Reimagining wealth advice', UBS Global Wealth Management, 2022 2. 'Advisers tailor their services as women grow richer' FT Wealth Management, 2024, Centre of Economic and Business Research, 3. 'Women as the next wave of growth in US wealth management', McKinsey & Company, 2020, 4. Marital Status Distribution of U.S. Adults Aged 65 and Older, BGSU, 1990-2022.

Clients in decumulation need sustainable income and returns to manage longevity risk





Volatility drag

Why it's so important

- Volatility drag in its simplest form is the difference between arithmetic and compound investment returns.
- If you start with a portfolio value of £200,000 and it drops by 20% to £160,000 it's easy to think you just need 20% to get you back to where you were.
- However, you need £40,000 to get you back to where you were, which is now 25% of £160,000.

Loss	Gain required to get back to parity
5%	5.26%
10%	11.11%
15%	17.65%
35%	53.85%
50%	100%



Is volatility here to stay?

CBOE Volatility Index (VIX) closing values for the last 10 years

>30 is considered to signal heightened volatility.<20 generally corresponds to more stable, less stressful periods.





The sequence of returns

Α			
Year 1	25%		
Year 2	5%		
Year 3	20%		
Year 4	-15%		
Year 5	-20%		
Year 6	-5%		

В			
Year 1	-5%		
Year 2	-20%		
Year 3	-15%		
Year 4	20%		
Year 5	5%		
Year 6	25%		

С			
Year 1	25%		
Year 2	-5%		
Year 3	5%		
Year 4	-20%		
Year 5	20%		
Year 6	-15%		

Which option would you pick?

They are all the same, have the same volatility and produce the same overall return of 1.75%.



The sequence of returns

Α			
Year 1	25%		
Year 2	5%		
Year 3	20%		
Year 4	-15%		
Year 5	-20%		
Year 6	-5%		

В			
Year 1	-5%		
Year 2	-20%		
Year 3	-15%		
Year 4	20%		
Year 5	5%		
Year 6	25%		

С			
Year 1	25%		
Year 2	-5%		
Year 3	5%		
Year 4	-20%		
Year 5	20%		
Year 6	-15%		

Using a withdrawal at the end of each year, say **5% of the original investment**, the **amount remaining after 6 years as a percentage of the original investment** is: A = 77.02%

B = 64.01%

C = 74.96%



How long will your money last in retirement?

How long will a fund of £150,000 last?





Which clients could benefit from a smoother journey?





The LV= Smoothed Managed Funds provide an investment journey with a smoother return profile than is generally available from many multi-asset investment funds through our fund price averaging mechanism.



Using SMF to de-risk in the lead up to and through retirement

Gradually increasing exposure to reduce volatility





Volatility

	Typical MPS only	80/20 blend	Smoothed Managed Funds Only
Typical RP 3 MPS LV= SMF Cautious	6.71	5.50	2.84
Typical RP 4 MPS LV= SMF Balanced	7.30	5.93	3.16
Typical RP 5 MPS LV= SMF Growth	9.97	8.15	3.53

20% allocation to Smoothed Managed Funds results in an approx. 18% reduction in volatility.

16 Source: FE Analytics. Period 2019 to 2024, annualised volatility, monthly returns.

Understanding how smoothed funds behave

FE Risk Scores demonstrate the low volatility of our funds



FE Fundinfo Risk Scores

¹⁷Source: FE fundinfo using FE Analytics 2025, 12/06/2025. The ABI Mixed Investment sector (pension) averages are included for comparison purposes only. LV= performance relates to the LV= Smoothed Pension funds.



Independently rated

Dynamic Planner and Defaqto agree, our funds support risk management in retirement

Agency	Smoothed Managed	Smoothed Managed	Smoothed Managed	Smoothed Managed	Smoothed Managed
	Extra Cautious Fund	Cautious Fund	Balanced Fund	Growth Fund	Growth Plus Fund
defaqto	defaqto	defaqto	defaqto	defaqto	defaqto
	2	3	4	5	6
	RISK RATED	RISK RATED	RISK RATED	RISK RATED	RISK RATED
	Defaqto - Risk Rating 2	Defaqto - Risk Rating 3	Defaqto - Risk Rating 4	Defaqto - Risk Rating 5	Defaqto - Risk Rating 6
defaqto	Defaqto Income	Defaqto Income	Defaqto Income	Defaqto Income	Defaqto Income
	Drawdown Rating - Low	Drawdown Rating - Low	Drawdown Rating - Low	Drawdown Rating -	Drawdown Rating -
	Sequencing Risk	Sequencing Risk	Sequencing Risk	Medium Sequencing Risk	Medium Sequencing Risk
DYNAMIC PLANNER	DYNAMIC 3 PLANNER 3 PLANNER 3 DYNAMIC 3 Dynamic Planner - Profiled 3 Dynamic Planner - Decumulation 3	DYNAMIC 3 PLANNER 3 DYNAMIC 3 PLANNER 3 DYNAMIC Planner - Profiled 3 Dynamic Planner - Decumulation 3	DYNAMIC PLANNER PLANNER DYNAMIC PLANNER COUNTRACTOR COUNTACTOR COUNTRACTOR COU	DYNAMIC 5 PLANNER 5 DYNAMIC 5 Dynamic Planner - Profiled 5 Dynamic Planner - Decumulation 5	DYNAMIC PLANNER DYNAMIC PLANNER COCOMPLANNER OF COMPLANNER COCOMPLANNE



Example of guaranteed income and GMV

Client's pension savings: £600,000



These figures assume age 60, 100% value protection and are correct as of 20/06/2025.



Mutuality and member benefits

What is available to clients when they invest in Smoothed Managed Funds?

Care Navigator - access specialist support to help navigate the complex UK elderly care system. Member discounts - discounts on many general insurance products* - including pet, car, home and travel insurance.

Member Support Fund - Available to all members, your client can apply for practical support or financial assistance from LV= once they've been a member for a continuous 12 months.

Since 2001, we've helped hundreds of members with financial support when they've fallen on hard times.

Members right to vote - Once your client has been a member for a continuous 12 months, they'll be invited to vote in our meetings, helping them shape the future of our business.

LV= Doctor Services - access guality medical services through LV= Doctor Services. From remote GP 24/7 access and a second opinion service, right through to support for mental health, it's a convenient and confidential option. Mutual bonus - If the Board declares a mutual bonus, we'll apply it to eligible with-profits policies as long as they've been in place for 12 months.

Previous awards:

- 2021 £28m
- 2022 £23m
- 2023 £20m
- 2024 £20m



#LV= Doctor Services and Care Navigator are provided by third party companies. These services are not regulated by the Financial Conduct Authority or the Prudential Regulation Authority. They are non-contractual benefits and can be removed or changed at any time. *These products are provided by LV= General Insurance Group, a subsidiary company of Allianz Holdings plc.

Learning objectives:

You should now have an improved understanding of:

- **1.** How a better understanding of attitudes towards financial risk can help deliver optimal client outcomes in retirement.
- **2.** The importance of building stronger relationships with female clients.
- **3.** The psychology of investing and how you can mitigate behaviourial biases and support client composure.
- **4.** The benefits of a Centralised Retirement Proposition and how to enhance retirement portfolios.









For UK financial advisers only. Not to be used with customers.

Liverpool Victoria Financial Services Limited, Tilehouse Street, Hitchin, SG5 2DX.

LV= and Liverpool Victoria are registered trademarks of Liverpool Victoria Financial Services Limited and LV= and LV= Liverpool Victoria are trading styles of the Liverpool Victoria group of companies.

Liverpool Victoria Financial Services Limited, registered in England with registration number 12383237 is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority, register number 110035. Registered address: County Gates, Bournemouth BH1 2NF.

45184-2025 06/25

Not to be used after 01/01/2026.

