



For financial advisers

# Knowing Me, Knowing You, Knowing your platform technology...

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# Learning objectives

- Identify differing platform technologies & models, their use within adviser technology stacks and how they can be used to increase efficiencies across differing client segments.
- Understanding of available data & consumer friendly processes that can be used to support the regulatory framework, allowing advisers to identify and minimise risks, also enabling advisers to increase consistency & efficiencies.
- Ability to demonstrate additional steps that can be taken to improve value of client banks, and adviser businesses, through processes and technology

# The world as we know it...

Approx 31,000 registered UK advisers  
Less than 6% of advisers are under 30 years old

Contending with

Political & economic outlook

High inflationary environment

Higher interest rate environment

Widening advice gap

AI and Robo advice

Regulatory change



Change in client demographics and Gen Z

## Grow, simplify or sell

Source:  
FT Adviser– March 2024 - <https://www.ftadviser.com/your-industry/2024/03/12/worry-for-profession-as-young-adviser-numbers-plummet/>



# Helping to navigate regulation

In another year of change, our experts are on hand to help you understand what changes to the pensions and investment landscape mean for you, your business and your clients

The image shows a screenshot of the Aegon website's 'Navigating change' page. The page features a navigation bar with 'Adviser', 'Support', and 'Login' options. Below the navigation bar, there are menu items for 'Supporting your business', 'Our solutions', 'Investments', and 'Knowledge centre', along with a search function. The main content area is titled 'Navigating change' and includes a sub-header 'Supporting your business > Adviser tools and resources'. The text on the page reads: 'Keep up to date with the latest industry changes.' Below this, there is a paragraph: 'Find a range of resources to help you understand what changes to the pensions and investment landscape mean for you, your business and your clients. You'll find guides, webinars and articles containing up-to-date analysis from our industry experts.' Three featured articles are displayed: 'The Second 50' (with an image of people outdoors), 'Consumer Duty' (with an image of a man smiling), and 'Budget analysis' (with an image of a person using a smartphone). Dotted lines connect external text labels to specific parts of the website: 'Labour government changes' points to the 'Supporting your business' menu; 'Changing pension market dynamics' points to the 'Adviser tools and resources' sub-header; 'Retirement income advice review' points to the main heading; 'Consumer Duty' points to the 'Consumer Duty' article; 'Social care funding' points to the 'Consumer Duty' article; 'Pension Dashboards' points to the 'Consumer Duty' article; and 'Budget changes' points to the 'Budget analysis' article.

Labour government changes

Changing pension market dynamics

Retirement income advice review

Consumer Duty

Social care funding

Budget changes

Pension Dashboards

Adviser Support Login

aegon Supporting your business Our solutions Investments Knowledge centre Search

Supporting your business > Adviser tools and resources

## Navigating change


Keep up to date with the latest industry changes.

Find a range of resources to help you understand what changes to the pensions and investment landscape mean for you, your business and your clients. You'll find guides, webinars and articles containing up-to-date analysis from our industry experts.

**The Second 50**  
At Aegon, we're exploring life after 50, or what we're calling the Second 50. Take a look at our

**Consumer Duty**  
Keep up to date with the latest Consumer Duty news and access resources to help you

**Budget analysis**  
Take a look at our Budget summaries for an overview of the key announcements made in



# Adviser software



# Your Technology stack



## Platform

- Allows the firm to deliver their agreed proposition to the correct target market.
- Have the appropriate service delivery to ensure that the adviser proposition can be delivered.
- Tax wrappers & products suitable for the desired target market..



## Investments

- Allows delivery of the firms chosen Centralised investment propositions.
- Wide selection of available funds for relevant client segments.
- Understanding of key processes such as cash and rebalancing for relevant client segments.
- Self service functionality where needed.

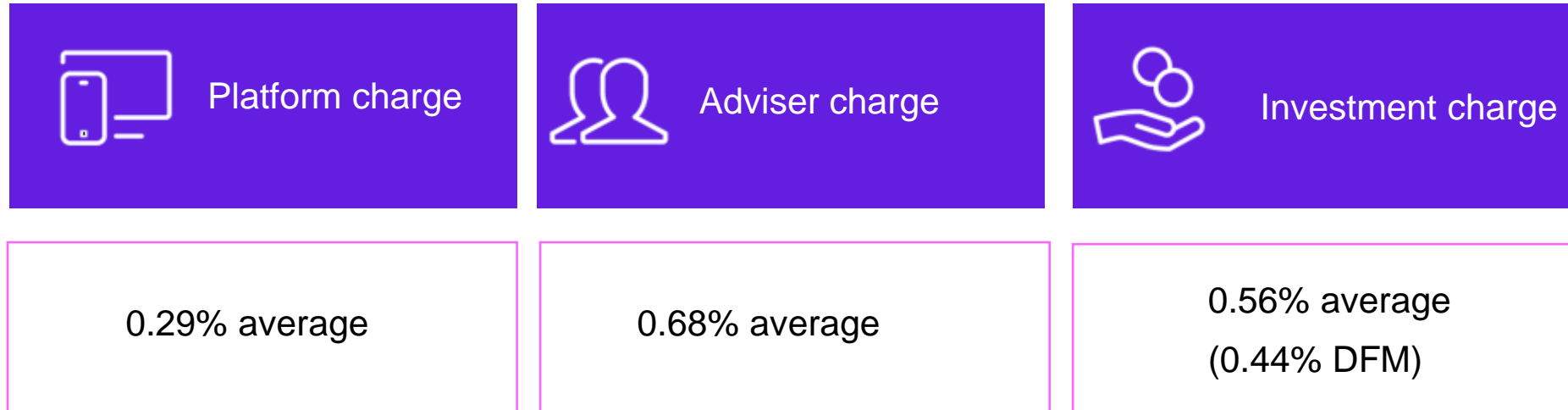


## Reviews

- Ability to efficiently produce
  - Portfolio reporting
  - Product reporting
  - Tax reporting
- Appropriate material for client review meetings
- Data integrity, and integrations for supporting software

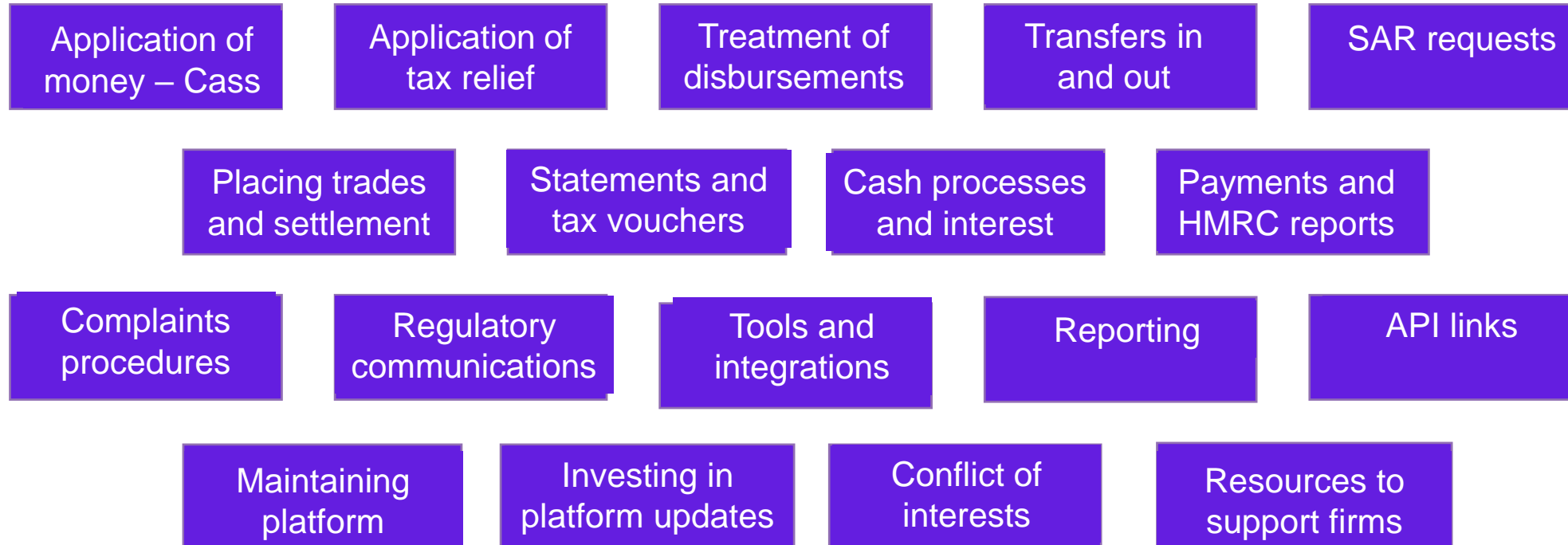
# The value chain

## What do advisers & clients value the most?



# Underestimated value

**A platform provider helps support all of the following and more**





# Our key priorities for 2025

In addition to these we'll deliver a range of smaller enhancements

2025

## Brand new features



Offshore bond partners



Product reporting: new features



Onshore bond partner



Improving money out and income reliability



Junior SIPP



Bulk transfer illustration automation



ETF fractional trading



Pension transfer enablers



Multiple models in one product

## Adding features to ARC that are already on the Aegon Platform



Enhanced charging flexibility



GIA to ISA transfer



Junior ISA

# Profitability pointers

- Average adviser revenue – down
- Average firm profits – down
- Adviser earnings
- Adviser contract status
- Gender gap £116k / £108k
- Adviser training / Academies
- Vertical integration
- Self serve – up to 30% more clients servicable<sup>1</sup>
- Increasing regulatory costs

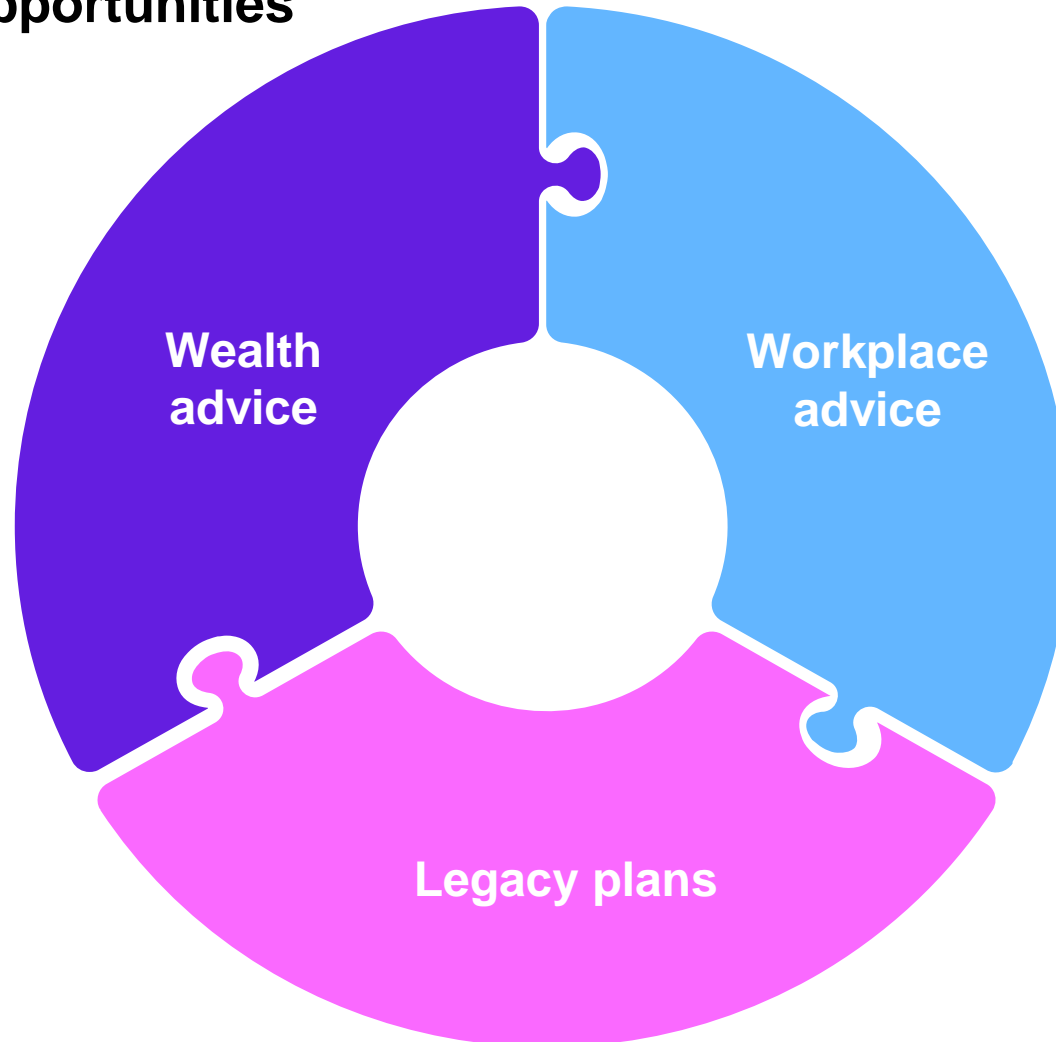


<sup>1</sup>Next wealth future of financial advice report Jan 2025  
Fascinating financial facts report – Harper research Jan 2025

# Targeting growth markets

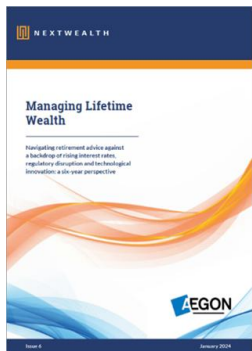
## Developing market opportunities

- Mainstream advice market expected to continue to rise
- Currently 58% of clients & 53% of AUM for advised clients assets are for clients receiving retirement advice<sup>1&2</sup>



- Continued growing market
- £1.2 trillion by 2031<sup>3</sup>
- More wealth opportunity creation

- Fitness for purpose?
- Cost and value challenge
- Orphan clients

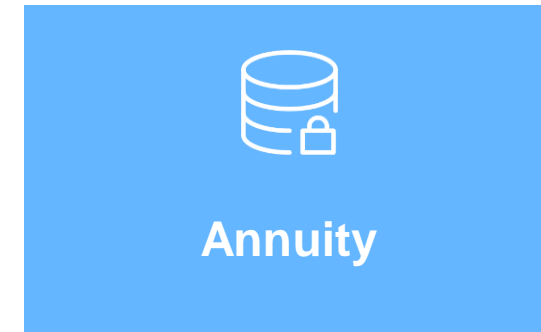
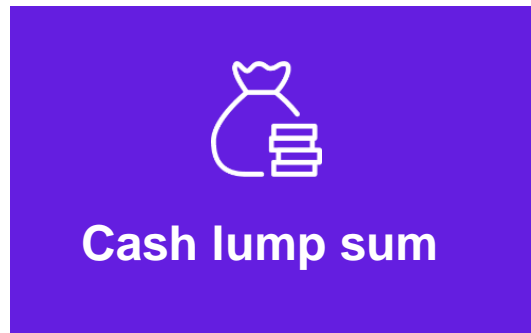


Source: 1 Aegon second 50 report July 2024 [The Second 50 | Adviser | Aegon](#) 2 NextWealth – Jan 2024 [Managing Lifetime Wealth 2024 - NextWealth](#) 3

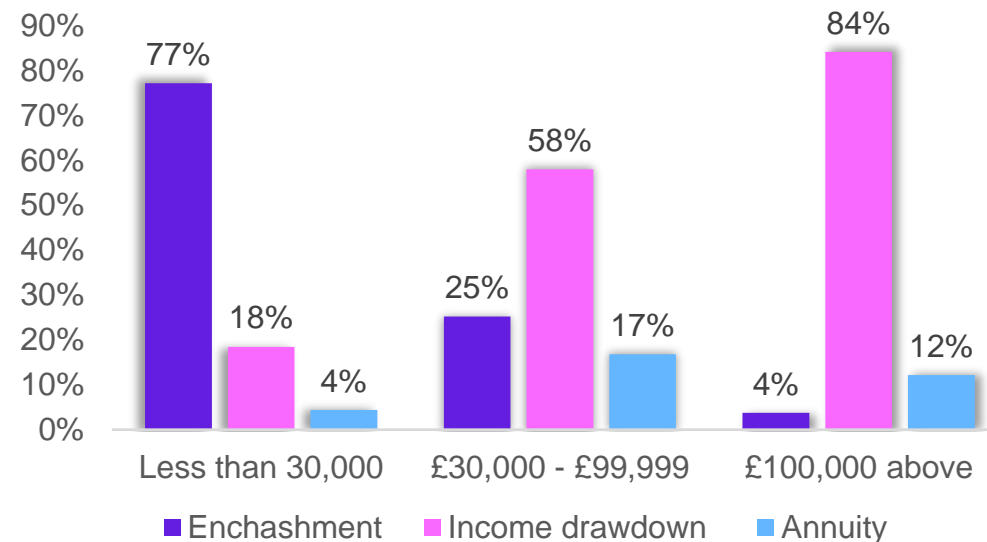
11 Taken from Broadridge Workplace Provider Benchmarking 2023 - based on indepth data gathered on every scheme from 17 workplace providers. Including MasterTrust, Trust- based and Contract-based schemes. Unbundled single-employer trusts aren't included.

# Accessible savings

Access to a range of options, including Flexi access drawdown, in plan



FCA data



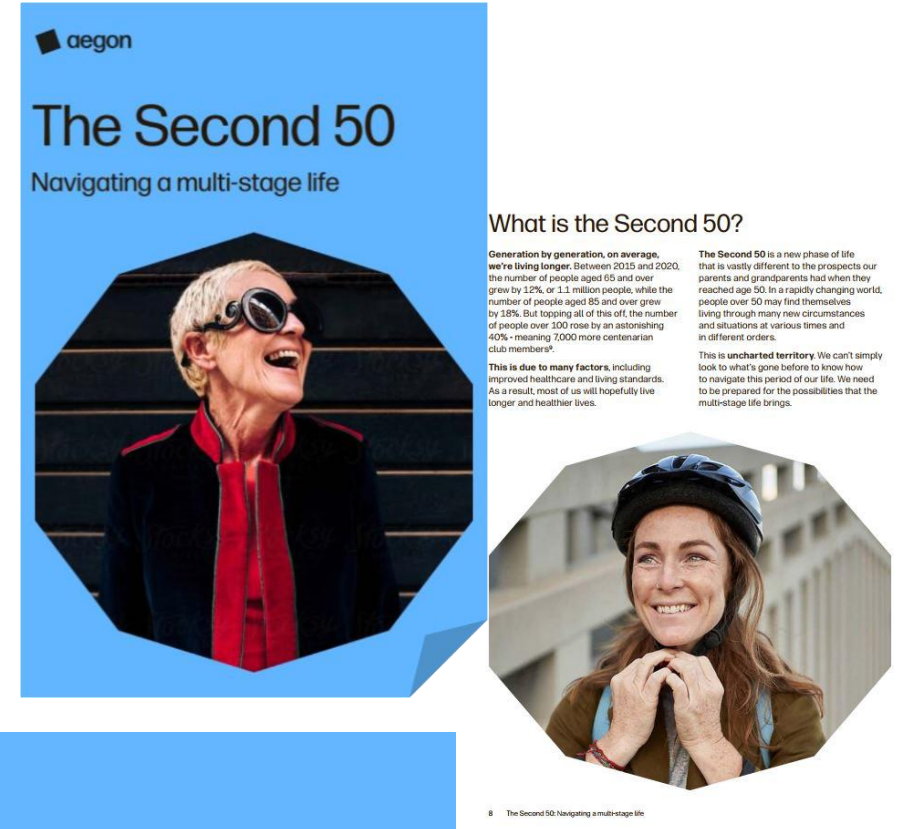
# The Second 50

Our report 'The Second 50 - Navigating a multi-stage life', explores the changing nature of later life and its many possibilities.

It suggests that a longer life will fundamentally change what people should expect when it comes to education, work, and retirement.

Clients approaching or in their 'Second 50' may be thinking differently about their future, how they reach their goals, and find meaning in their lives.

Are your clients ready for the opportunities their Second 50 years can bring?



Take a look at our resources to discover the changing nature of later life and its many advice opportunities

[aegon.co.uk/navigating-second50](https://aegon.co.uk/navigating-second50)



# M&A activity

Being best equipped for your chosen strategy



Heightened due diligence  
Consolidator consolidation



Valuation methods  
Changing of the guard  
Long tail clients  
Self serve functionality

Congested marketplace



# Learning outcomes

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# Thank you

Any questions?

Keep up to date with the latest industry changes at [aegon.co.uk/navigating-change](https://aegon.co.uk/navigating-change)

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# Supporting your business

## CPD Hub

[Continuous Professional Development | Adviser | Aegon](#)

## Wellbeing

[Financial wellbeing | Adviser | Aegon](#)

## Research and Insights

[Research and insights | Adviser | Aegon](#)

## Consumer Duty

[Consumer Duty | Adviser | Aegon](#)

## Tech Zone

[Aegon Retirement Choices](#)

## Tools

[Tools | Adviser | Aegon](#)

## Platform D/D

[Aegon Retirement Choices](#)



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# An award-winning partner



Best Group Pension Provider



# Grow or simplify

## Grow

**Millennials**  
**Acquisition**  
**Recruitment**  
**Developing talent**  
**Growth markets**  
**Generational wealth**  
**Existing client banks / retiring advisers**  
**Professional connections**

## Simplify

**Number of platforms**  
**Centralised Investment Proposition**  
**Centralised Retirement Proposition**  
**Core markets**  
**Client segmentation**  
**Minimum cost to serve**  
**Profitability**