

Press release

A J Bell adds 1,000 funds to the Sippcentre platform's core range

21/11/2011

A J Bell today announced the addition of 1,000 funds to their core fund range available on the Sippcentre platform.

This core fund range is available on the Advisory option across the Sippcentre SIPP, ISA and Dealing Account. Advisers will now have access to more than **3,000** core funds of which 2,850 have no initial, dealing or switch charges (for online deals). The additional funds have been added to satisfy the demand for increased choice as adviser firms prepare for the RDR and include a number of institutional share class and index tracking funds.

The following table outlines how this compares with some of the other platforms available for use by advisers.

Platform	Sippcentre	Cofunds	Funds-Network	Skandia	Standard Life
No. of funds	3,000+ core & 3,000 additional	1,500	1,250	1,000	2,300

Source: The Platform (15/11/2011).

Sippcentre now provides advisers with:

- A low cost platform with a competitive and multi-award winning SIPP.
- No establishment or administration charges on the ISA and Dealing Account.
- More than 3,000 core funds of which 2,850 have no initial, dealing or switch charges. [See our funds list.](#)
- An additional 3,000 funds, UK and overseas shares, gilts, ETFs & ETCs.
- More than 30 panel Investment Partners and discretionary fund managers.

Billy Mackay, Marketing Director says, "We regularly carry out research with our adviser users and we are seeing a greater appetite for a wider fund universe. Gone are the days when the addition of a handful of retail funds would be seen as a benefit.

Mackay continued, "In adding 1,000 funds to our core range we are providing greater choice at a competitive price. The addition of many of the index tracking and institutional share class funds satisfies the demand that has been building as firms re-shape their investment propositions for a post RDR world."

END

Please note this document is intended for trade and national press individuals.

Notes for Editors

Pictures available by contacting claire.juckles@ajbell.co.uk.

Billy Mackay
Marketing Director
07525 236 580

Andy Bell
Chief Executive
07973 137 272

Gareth James
Technical Marketing Manager
0161 876 2819

Claire Jukes
Marketing Executive
0161 876 8706

billy.mackay@ajbell.co.uk

andy.bell@ajbell.co.uk

gareth.james@ajbell.co.uk

claire.juckles@ajbell.co.uk

A J Bell was formed in 1995 and is one of the largest providers of low cost, online investment platforms and stockbroker services in the UK, with assets under administration exceeding £15 billion and more than 55,000 clients. It also provides third party SIPP administration services for Barclays Stockbrokers, Halifax Share Dealing, Skandia and T D Waterhouse.

A J Bell is owned by its management team and two institutional investors in Invesco Perpetual and Midas Capital Partners (retail funds).

Our customer proposition – Market leading, low cost, transparent, service, value, choice, leading functionality, integrity, award winning.

Our business – Market leaders, growing, innovative, own intellectual property, profitable, stable, we don't provide advice or investment management.



A J Bell includes A J Bell Holdings Limited and its wholly owned subsidiaries A J Bell Management Limited, A J Bell Limited and A J Bell Securities Limited.

A J Bell Management Limited is authorised and regulated by the Financial Services Authority and is the scheme administrator of all A J Bell's Self Invested Personal Pensions (SIPPs). A J Bell Securities Limited is a member of the London Stock Exchange and is authorised and regulated by the Financial Services Authority. It is the plan manager for all of A J Bell's Individual Savings Accounts (ISAs) and provides A J Bell's Dealing Accounts.

Sippdeal, Sippdealxtra and Sippcentre are platforms provided by A J Bell Management Limited. A J Bell Platinum SIPP is provided by A J Bell Management Limited. A J Bell Platinum SSAS is provided by A J Bell Limited.

The companies listed in the adjacent table are all registered in England and Wales at Trafford House, Chester Road, Manchester M32 0RS.

Company	Company Number	VAT Number
A J Bell Holdings Limited	4503206	833 5478 13
A J Bell Management Limited	3948391	759 3531 03
A J Bell Limited	3091664	639 0316 44
A J Bell Securities Limited	2723420	918 4226 21