

Press release

SIPPs lead the adviser move to online dealing

22 March 2010

A J Bell today reveals the extent to which advisers have embraced online dealing with 95% of all Sippcentre deals, through its in-house dealing platform, carried out online in February 2010. At launch, in August 2009, online deals accounted for a little over 80% of adviser activity.

The move to online dealing is all the more noteworthy given that total dealing activity on the Sippcentre platform increased by 47% during the same period.

Billy Mackay, Marketing Director of A J Bell says, "We moved all Sippcentre Advisory clients on to our in-house dealing service six months ago and the response from advisers has been emphatic. We introduced a new pricing structure with free online dealing on our core Advisory funds list then negotiated improved terms with more than 1,800 funds now available with no initial charge. This package of improvements generated an immediate surge in interest".

Mackay continues "These figures clearly demonstrate that the right combination of investment choice, easy to use functionality, service and price will prove attractive and drive behaviour. With the launch of our ISA and personal dealing account services planned for later in 2010 we are confident that advisers will continue to embrace online dealing".

END

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

Notes for Editors

Pictures available by contacting kirsty.zollinger@ajbell.co.uk.

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A J Bell is continuing to grow rapidly in challenging capital markets. Invesco Perpetual and Midas Capital own 23% and 15% respectively of the share capital, the remainder being owned by Andy Bell and the management team.

Established in 1995, A J Bell specialises in providing administration, trustee and actuarial services for SIPP and SSAS.

A J Bell is now the largest privately owned provider of self administered pensions and institutional stockbroker services in the UK, with in excess of 40,200 individual SIPPs and assets under administration exceeding £11.2bn. It also provides third party SIPP administration services for Barclays Stockbrokers, Halifax Share Dealing, Skandia and E*Trade.

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.

Research by CoreData Research places Sippcentre alongside Standard Life as advisers' two most preferred SIPPs.



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. A J Bell Securities Limited is a member of the London Stock Exchange and is authorised and regulated by the Financial Services Authority.

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