

Press release

Sippdeal announces £4.95 online dealing charge

18/10/2011

Low cost award winning platform Sippdeal today announces the launch of a new £4.95 online dealing charge across its SIPPs, ISAs and Dealing Accounts.

The £4.95 online dealing charge will be available to Sippdeal SIPP, ISA and Dealing Account clients who place 20 or more deals in a month. The charge will be applied to all online deals placed in the following calendar month. The frequent dealing charge will be available from 1 November 2011 and form part of Sippdeal's unique pricing, where clients never pay more than £9.95 for an online deal.

The charge is the latest in a series of enhancements to the award-winning Sippdeal platform, including the introduction of an annual cash bonus of up to 0.5% on fund investments in April 2011 and the launch of an ISA and Dealing Account to sit alongside the provider's acclaimed SIPP proposition.

In addition to the £4.95 dealing offer and the annual cash bonus of up to 0.5% on fund investments Sippdeal offers:

- **No** establishment or annual charges for the SIPP, ISA or Dealing Account.
- **No** charges for payments in to the SIPP, ISA or Dealing Account.
- £9.95 charge for **all** online deals not eligible for the £4.95 offer.
- Access to **2,300** funds.

Billy Mackay, Marketing Director says, "We believe that investors like the simplicity of a pricing structure with no annual charges and £9.95 for all online deals. Some products have charges that can vary according to any number of criteria. Our investors have the comfort of knowing they won't pay more than £9.95 for an online deal and they now have the added bonus of the £4.95 tariff for frequent dealers. This sits alongside our recently introduced annual cash bonus on fund investments."

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.

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A J Bell is continuing to grow rapidly in challenging capital markets. Invesco Perpetual and Midas Capital own 37% and 10% 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 55,500 individual SIPPs and assets under administration exceeding £15.1bn. It also provides third party SIPP administration services for Barclays Stockbrokers, Halifax Share Dealing, Skandia and TD Waterhouse.

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