



14 May 2014

BETTER OUTCOMES FOR ALL

CAMPAIGN LAUNCHES TO UNITE FINANCIAL SERVICES INDUSTRY

Financial Planning and Forecasting specialists eValue launch a campaign on how the industry can better serve the investing public

eValue's Better Outcomes for All campaign is being launched at its conference in London on today which will hear a key note speech from the FCA's Rory Percival. Other speakers will include senior figures from AXA Elevate, eValue, Timebank, and UBS.

The aim of the campaign is for the industry to review developments following RDR and most importantly to focus on the ways in which the financial services industry can better serve the investing public. It will bring together a wide cross-section of the industry (ie adviser firms, networks, product providers, platforms and fund managers) to develop ideas and best business practices for the long term benefit of consumers and the industry itself.

The campaign has been launched in response to the RDR and recent Budget reforms, with many advisory businesses seeking to "industrialise" their advice processes. Centralised Investment Propositions (CIPs) and model portfolios had been set up with the aim of reducing the cost of advice and ensuring that investment recommendations match consumer attitudes to investment risk.

Says Bruce Moss, director of strategy at eValue, "Whilst these can be good investment solutions, consumers would, and should, also benefit from advice which takes full account of their goals and existing assets and communicates risk in a coherent way. Taking advice to this next level will not only benefit consumers but also advisers by delivering a high value, on-going personalised service".

Connect with eValue on [Facebook](#), [LinkedIn](#) and [Twitter](#).

-ends-

For further information:

Bruce Moss	eValue	07989 337 170
Joanna Hall	eValue	07903 819 077
Elizabeth Holt	Holt PR	020 8334 8354

Note to editors:

eValue Campaign

Please visit eValue's [website](#) for more information about the campaign.

About eValue

eValue (www.eValueIS.com) provides market leading financial planning tools that enable advisers and consumers to understand the potential risk and return from different investment choices. Our tools and solutions are designed on a single piece of software. This means that they can be used either as a standalone or an integrated as part of a multi-channel offering to enhance the consumer/adviser experience. Over 80 per cent of all UK financial services institutions and more than half of the adviser market have access to eValue's tools and solutions. Our heritage originates from Towers Watson, a leading global risk management and HR consulting group. The business now operates as an associate company of FE (Financial Express Holdings).

Advisa Centa is a subsidiary of eValue and comprises a powerful suite of easy-to-use and intuitive tools designed to support the financial advisory process, from engaging consumers on the need for advice to analysing individual portfolios and products with a view to enabling full optimisation of existing assets. Regular upgrading of tools on the basis of emerging trends and customer feedback, means that they are continually refreshed. Through its highly configurable offering, Advisa Centa also enables advisers to quantify and demonstrate their added value to clients.

Moneybee (www.moneybeeonline.com) is a subsidiary of eValue and comprises a powerful suite of easy-to-use and intuitive solutions designed to support the investor decision making process in a practical way. Our dynamically engaging solutions illustrate the potential outcomes from using different investment strategies, from engaging consumers on the need for advice to analysing

individual portfolios and products with a view to enabling full optimisation of existing assets. Regular upgrading of the solutions on the basis of emerging trends and customer feedback, means that they are continually refreshed. Through its highly configurable offering, Moneybee can be used to help consumers understand the associated financial risks and ramifications related to major financial decisions that affect their futures.