



Welcome to Elevate

Choosing the right platform is one of the key decisions you'll make as a business. It's imperative therefore that you have all the facts in front of you, to help you make the right decision for your clients, your company and you.

That's where we can help. Elevate offers a variety of products, as well as what we believe is the best range of funds currently available in the market.

Elevate gives you:

- Choice – providing a range of products and funds to help meet your clients' needs
- Transparency – a clear and concise pricing policy
- Service – by constantly striving to improve our clients' experience
- Regulation – ensuring Financial Conduct Authority (FCA) principles and guidelines are at the heart of everything we do.

Elevate is part of Standard Life Savings Limited and forms part of the Standard Life Aberdeen group.

Supporting your business and meeting the evolving needs of your clients is central to our long-term strategy at Elevate and Standard Life.

Contents	Page
1. What are platforms?	04
2. The platform provider	04
3. What is Elevate?	05
4. The potential benefits to you	05
5. The potential benefits to your clients	06
6. Customer service	06
7. Implementation and training	07
8. Business training	07
9. Tailored to fit you	08
10. Our charging philosophy	09
11. Tools	10
12. Investment range	11
13. Product wrapper range	12
14. Third party providers	13



Please Note

This document is for information purposes only and does not contain investment advice.

Please be aware that the information on these pages is based on our interpretation of current tax legislation and taxation practice in the UK.

Tax benefits are subject to change and their value depends on your client's individual circumstances. The value of investments can go down as well as up and is not guaranteed. This means that your client may get back less than they invest.

1. What are platforms?

Put simply, platforms are online systems that let you transact investments online.

Of course, in reality they are far more complex and far more varied in what they offer.

If platforms are something you've already looked into, you may be aware that there are several to choose from, each with slight variations on similar themes.

At their most basic, we believe platforms should:

- be able to transact investments quickly and securely
- offer a wide range of product wrappers and investment types
- offer comprehensive tools such as portfolio planning, tax planning and reporting
- allow a full view of the client's portfolio (including investments not directly held on the platform)
- be accessible to you and, if you choose, your clients
- be able to integrate with your back office systems
- have up to date, user-friendly technology
- offer adviser charging options that are flexible and can change with different clients and the different needs of your business.

It's a lot to try and deliver. But to be effective, we believe platforms actually have to deliver much, much more and need to have several other important attributes, including:

- scale and expertise to negotiate on your behalf with investment managers
- commitment to remain at the forefront of technological and market developments
- IT and training support to help integrate the platform into your business
- business training to ensure the platform fits with your business objectives
- high-quality service that aims to exceed your and your clients' expectations
- people and culture that can fit in with your business
- experience of, and influence on, the financial services marketplace.

When all of these elements are in place, we believe platforms can help improve operating efficiency, reduce costs, reduce operational risk, enhance your client's experience of the advisory proposition and, ultimately, create tangible value within your business.

2. The platform provider

Elevate is provided by Elevate Portfolio Services Limited, which is part of Standard Life Aberdeen plc.

Standard Life has been a provider of financial services since 1825 and is a FTSE® listed company. With such a strong financial base, Standard Life Aberdeen continues to invest a significant amount in the platform business to support regulatory, legislative and propositional developments.

Agency ratings	Standard Life Aberdeen plc	Elevate Portfolio Services Ltd
STANDARD & POOR'S <small>The McGraw-Hill Companies</small>	A-	
MOODY'S	A3	
AKG		A

Group assets under administration ("AUA")


Standard Life Aberdeen
£577.5bn

Platform financial strength

 Elevate, Wrap and Fundzone combined
£59.8bn
Assets under administration

 Combined platform netflows of
£1.1bn

 Circa
430
Thousand Customers on our platforms

 Working with around
3,500
adviser firms

Figures as at 30 June 2019. Elevate has no automatic right of access to the assets of Standard Life Aberdeen plc.

3. What is Elevate?

We've worked with advisers during every step of Elevate's development and this has given us some features that we're extremely proud of.

Investment transactions

At its core, Elevate lets you place investment transactions securely and quickly online.

A business solution

Elevate is more than a collection of investments, product wrappers and online services. Elevate aims to be a comprehensive business solution built on in-depth business support. This means you have access to business experts who can help you analyse your business, identify strengths and weaknesses, and give you direction.

Flexible charging options

Listening to your feedback, we've developed a flexible adviser charge payment facility that supports the way you charge for your services.

Product wrapper and investment choice

Elevate aims to support you by making available a platform that offers access to a wide range of investments. We're also able to give you access to products from third parties, so you can offer the most appropriate financial planning options to your clients.

4. The potential benefits to you

Improve business efficiency

Online business submission, processing and management means you could spend less time completing and chasing paperwork and instead spend valuable time with your clients. Elevate supports two-way integrations with IRESS Adviser Office & XPLAN, Distribution Technology Dynamic Planner and Intelliflo, and one-way integration with Plum Software, True Potential, Assyst Software, Fastrak, JCS, and Enable (Best Practice network).

Investment choice

Elevate lets you transact in a wide range of funds and other investment vehicles, such as Exchange Traded Funds (ETFs), Investment Trusts, gilts, and corporate bonds to help meet your client's needs and market conditions. Elevate also gives you access to discretionary managers to help you offer a broad wealth management service.

Web-based technology

Online transaction and performance reporting, investment research and Memoitem and Portfolioscan™ tools put you in control of portfolio management and help you to provide valuable insights for your clients. Elevate can also help you stay on top of your work. Automated adviser alerts prompt you for any actions that require attention, for example if there wasn't enough cash available in a client's portfolio to meet their charges.

Help build trust and confidence in your business

Ensuring clients are given appropriate advice is crucial, especially in our Treating Customers Fairly world. Elevate could help you to deliver consistent advice to your clients by letting you define risk ratings and link them to sample investment portfolios.

A commitment to service

We realise how important service is to you and your clients and that's why we've set ourselves high standards of customer service, adviser training and ongoing platform support. Core to this is our feedback system that lets you leave comments after every interaction with us.

5. The potential benefits to your client

Quality time

Because Elevate aims to remove the need for you to deal with numerous product providers, your clients could benefit from you having more time to spend on their investment strategy.

Fast transactions

No need to sign lots of documents and then wait for them to be posted to different product providers before an investment can be made. As soon as you've received the signatures required from your client, you can set investment actions online as soon as they're agreed.

Timely reporting

With timely, relevant reports at your fingertips you can keep your clients updated with their portfolio performance and share key information with them.

Online view

Because Elevate is updated daily, if you choose to let your clients have online access they can see their portfolio take shape. We believe this is a strong way to build trust with your clients.

Consolidated view

Being able to provide an overview of each client's portfolio could help save the paper chase for income tax and capital gains reporting, potentially saving time for you, your clients and their other professional advisers, such as an accountant.

Simple re-registration

Your clients may be able to re-register their existing investments onto the Elevate platform without having to sell and re-purchase investments. We currently do not charge for this. The ability to re-register investments is of course subject to the availability of the fund on the Elevate platform, and the agreement of the existing fund manager or plan manager.

Consistent client experience

Setting up different investments and products with lots of different product providers can mean a lot of different brands – and a lot of different messages – dropping through your clients' doors or to their inboxes. Using Elevate keeps it straightforward for your client. Information we're required to send them appears in our brand style. But we can arrange for your platform screens to appear with your business logo and colours, which can help you to build your brand.

6. Customer Service

Dedicated ongoing support

Whilst the core function of Elevate is to enable the efficient transaction of investments, we believe strongly in great service. We're committed to providing the best possible support to help make your job easier. Whether you're fully up to speed with wrap platforms or using one for the first time, our support can be tailored to meet your individual needs.

Once you're set up with Elevate, our Customer Services Representatives provide ongoing support and guidance on everything you need to get the most use out of the platform for your business.

We believe we've recruited excellent customer services people, from a range of different industries. We've also involved advisers in the design of a customer-centric training programme. The result is accredited staff with a deep, working knowledge of the platform and the skills to help you through any problems.

Our approach

- We have listened to your feedback to design our customer services model.
- We have recruited people with a passion for customer service.
- We have given them an innovative, intensive training programme.
- We empower our people to do what it takes to deliver for you.
- We have a high performance culture with the emphasis on quality, not quantity.

The performance of our operations department is measured by a number of metrics against our service targets:

- **80% of calls to be answered in 20 seconds** – Above 87% service performance against 20 seconds target throughout 2017, with average speed to answer of 15 seconds
- **5% abandon rate** – 1.72% of calls were abandoned during 2016
- **90% first call resolution rate** – If our Client Services team can't provide an immediate answer we aim to respond within 24 hours. We're currently resolving 85% of calls first time and aiming for 90%
- **Above 90% quality on all processing work** – Our Call Quality and Process Quality have been consistently over 93% throughout 2017

(figures as at 30 June 2017).

We don't believe in Interactive Voice Response (IVR) telephony systems or touchtone menus. You can speak directly to someone between the hours of 8am and 6pm, Monday to Friday.

To help ensure our customer service, and the platform itself is always improving, we've introduced a feedback tool. Elevate has been built using adviser feedback, so whenever you interact with us you can give us your feedback. This is then fed into our online system and tracked through a process that identifies whether action is required and who in Elevate is best placed to deal with the action.

7. Implementation and training

Getting you started

Once you have made the decision to adopt Elevate you will be allocated a Platform Consultant. Their role is to work with you to ensure that Elevate is correctly configured to meet your needs. This includes ensuring all users are fully trained and able to use the platform effectively.

Initial steps

Your Platform Consultant will set up an introductory meeting with you to run through the on-boarding process and discuss any requirements you may have. You'll have a configuration and planning meeting to decide on a number of details, including:

- the configuration of your platform
- adviser charge terms
- access levels for your staff and clients.

Your training requirements will also be agreed, including the approach to be taken, timescales and locations. We believe training should be flexible to suit your business and as such we deliver training in three formats:

- a 'show and tell' session, which takes a full day
- a two day fully interactive approach based on a number of scenarios
- a remote training tool, called WebEx, which is modular and can be tailored to suit specific audiences.

Further support

We also appreciate that it may take time for some users to be familiar with using the platform and further training may be required. With the WebEx remote support tool we can deliver ongoing training to you without you having to leave your business premises.

and thereafter...

Our service and support does not end with training. Our Customer Service Representatives also have access to the WebEx facility to offer remote support, after your initial training, as and when required.

8. Business training

We recognise that our success depends on your success. Elevate could be an extremely effective business tool for many firms, but to realise its full potential its integration with your business requires careful consideration.

That's why our Elevate proposition places a business training service at your disposal. It's a training service that can help to meet the many challenges you face in running your business.

How we work with you

Through our Business Services team, you will have access to expertise around all aspects of running, growing and eventually exiting your business.

The team will typically begin with an in-depth review of your business. They'll then work with you through a clear, step-by-step process that aims to help you get your business from where it is now to where you want it to be.

Our business development framework

Where you are now



Where you want to be

9. Tailored to fit you

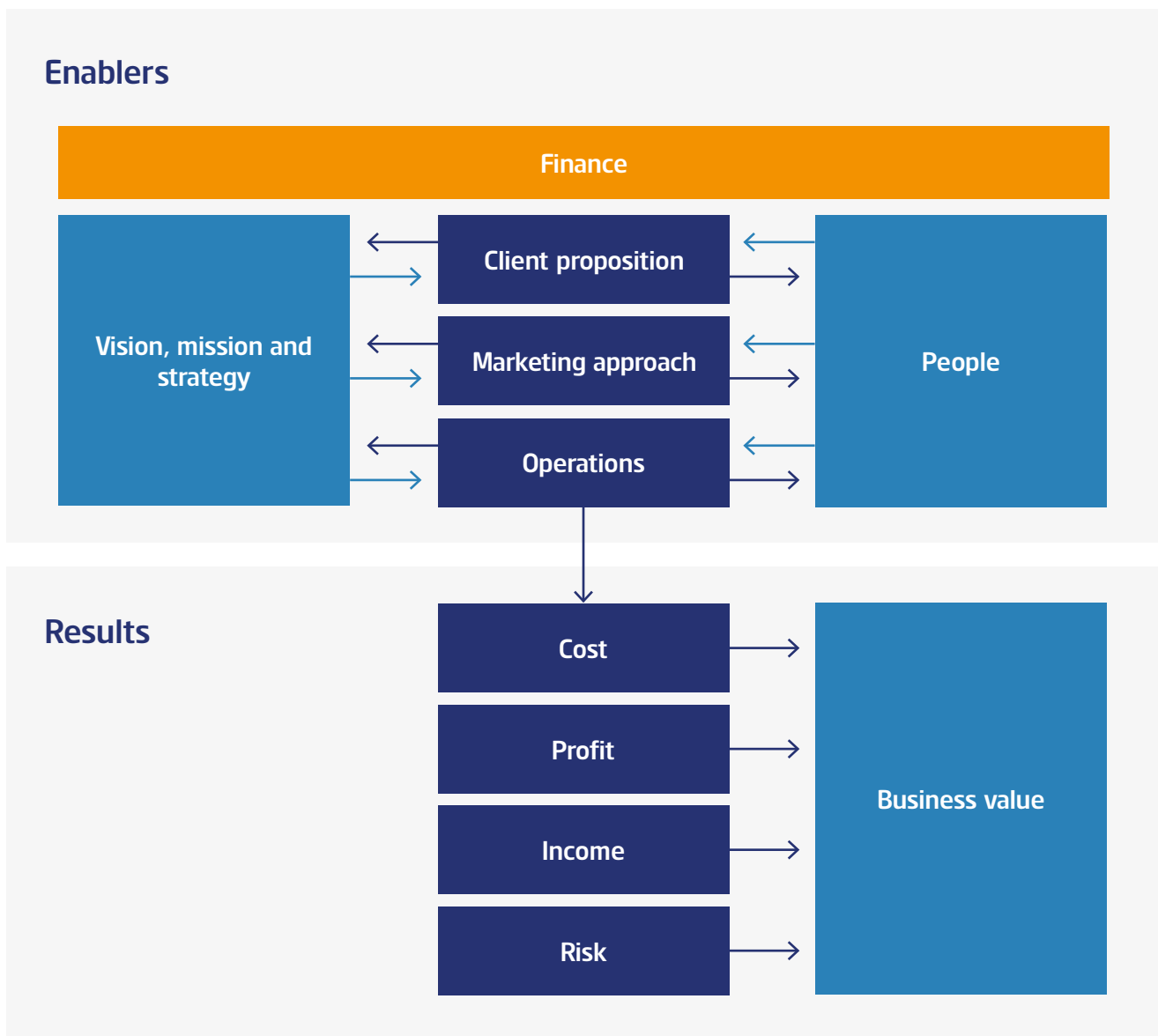
The level and nature of support is agreed with you and is dependent upon your individual needs and circumstances. Our experience has shown us that a business review may identify a need for support in one or more of the following areas.

- **Vision, mission and strategy** – business vision and strategy, leadership, business planning, executive coaching, exit strategies
- **Client proposition development** – understanding your clients, proposition development, segmentation and client management strategy
- **Marketing** – marketing-led planning, new client acquisition, communications, managing introducers

- **Operations** – business process innovations, back office efficiency, IT strategy, project management, change management
- **Finance** – fee/pricing strategy, income strategy, adviser charge facilitation, managing costs, profitability
- **People** – skills development, recruitment, reward and recognition, performance management.

The model below shows how we combine these elements to help you develop and deliver an enhanced proposition to your clients and achieve desired business results.

Driving value through business effectiveness



10. Elevate's charging philosophy

As Elevate has matured, we have adapted our charging structure to meet the changing needs of the market. Elevate platform charges, investment charges and your adviser charges are administered separately in Elevate's charging structure.

Elevate's charging structure offers you and your clients the following features.

- **Clarity and simplicity of charges** – so that both you and your clients can easily understand what is being charged and when
- **Platform-level pricing** – to allow you to focus on delivering a holistic investment solution across a number of product wrappers
- **Flexible charging** – clients may enjoy lower percentage charges by aggregating greater amounts of assets through Elevate or by linking accounts (such as the account of a spouse and/or civil partner)
- **No switching charges** – Elevate currently does not charge for switches.

Adviser charging structure

Elevate's adviser charges payment facility allows you to offer flexible options to clients who want to pay adviser charges through their Elevate portfolio.



11. Tools

Tools are perhaps the most underdeveloped feature of platforms. And it's certainly an area where we feel we can deliver real benefits to you and your clients because they allow you to communicate vital information.

Using this information can form an important part of your client meetings, helping you to educate and update them about how their portfolio is developing. We understand just how important tools are in your client relationships, so Elevate already has a number of tools available.

Research

Fund search/selection

Elevate aims to remove the need for you to deal with numerous product providers. Instead of manually checking through a large number of funds, the online fund selection tool lets you search for funds using different criteria.

Charting

If you don't feel like watching the price of stocks and shares all day, Elevate's charting tool lets you map prices between defined dates giving you an immediate history.

Performance reporting

Compare individual funds against each other – not just returns, but volatility ratings, asset splits, costs and how they have performed against specific stock markets.

Planning

Model portfolios

If you currently use portfolios, or want to set up your own, the model portfolio tool will help you. You can choose from the funds, and securities available through Elevate and set allocations to form portfolios.

Risk profiling

With eValue we have developed an 'Attitude to Risk Questionnaire' along with Elevate risk descriptions. eValue are a global professional services firm with expertise in the areas of risk and capital management.

Asset allocation

Linked to each of the risk profiles are example allocations, which are also supplied by eValue. They have a 15 year investment horizon, and so are for the long-term investor, but can be used as a basis for portfolio construction.

Managing

Memoitem

Memoitem lets you record the value of investments held outside the Elevate platform within a client's portfolio. So, if your client can't or doesn't want to consolidate all of their investments onto the Elevate platform, you can still provide them with a broader overview of their assets.

Memoitem could be particularly useful for recording the value of pension schemes, shares held in company sharesaves or even cash holdings, such as a Cash ISA.

Portfolioscan™

This lets you produce an immediate snapshot of your clients' investments, their value and the transactions that have taken place. Crucially, you can set different parameters to produce specific reports. This means you can show clients exactly what they need to know, such as reports over particular periods or for specific product wrappers.

Transaction histories

Understand all the movements on your clients' Elevate accounts at the touch of a button. This could help with any capital gains tax calculations you may have to do and could help inform your clients' reviews.

Model portfolio rebalancing

Elevate's rebalancing tool enables you to simply rebalance a client's model portfolios that you have set up on Elevate to the allocations that were originally set. You can do this at a product wrapper level or at a portfolio level depending on your clients' requirements.

Bulk switching

This tool lets you move a number of clients between investments at the same time. For example, if you were using a particular investment fund for a defined range of clients based on a risk profile and wanted to change it, Elevate can identify which of your clients are using that investment and switch them to the new investment fund you have recommended. There is currently no switch charge on Elevate. For bulk and individual switches, Elevate and fund managers reserve the right to refuse or delay sell instructions for a specified period of time or indefinitely. Please see the Elevate Terms and Conditions for more information.

11. Investment range

Central to Elevate is a wide range of investment solutions enabling you to offer a broad wealth management service to your clients.

Fund investments

We offer access to a wide range of funds, including unit trusts and Open-Ended Investment Companies (OEICs). We've also negotiated the removal of the Fund Manager Initial Charge for most of the funds available through Elevate.

The majority of funds available are based in the UK and are authorised by the Financial Conduct Authority (FCA) (FCA authorised). In addition, there are funds based outside the UK that are recognised by the FCA (FCA recognised funds). This means the regulation in those countries in which FCA recognised funds are based is considered by the FCA to meet an acceptable minimum standard.

You can find further details and a full list of the latest funds available through Elevate on our website elevateplatform.co.uk

Securities trading

Through our securities trading partner(s) Elevate offers the opportunity to trade online in a number of different assets and investments, including:

- debenture stock or other loan stock
- Exchange Traded Funds
- Exchange Traded Notes
- Exchange Traded Commodities
- Investment Trusts
- fixed-interest securities issued by governments or other bodies
- Permanent Interest Bearing Shares (PIBS)
- stocks and shares traded in the UK
- UK Real Estate Investment Trusts (UK-REITS).

Investment choice

We understand that investment choice can be a key part of your client offering, so we will continue to develop our investment range to provide a broad investment universe to support you.

Please remember that the value of investments can go down as well as up and is not guaranteed, so your clients could get back less than they invest.

12. Product wrapper range

Product wrapper choice is likely to be a key component of your advice, and we've designed Elevate to offer you solutions to help meet your clients' objectives.

Elevate Cash

This facility allows your clients to hold cash outside of their product wrappers pending investment and financial planning decisions.

Elevate General Investment Account (Elevate GIA)

The Elevate GIA acts as a flexible product wrapper that gives options to plan around capital gains tax aspects of the HM Revenue & Customs tax regime. It's designed to let you manage your clients' assets without any upper limits while accessing Elevate's range of investments.

The Elevate GIA has its own product wrapper cash facility from which charges can be paid. The product wrapper cash also enables your client to hold cash pending an investment decision, convert investments into cash and to take an ad hoc income if it's not appropriate to sell units or shares.

Elevate Stocks & Shares Individual Savings Account (Elevate ISA)

The Elevate ISA enables current and previous year's ISAs to be consolidated and managed within a tax-efficient environment. As with the Elevate GIA product wrapper, the Elevate ISA also has its own product wrapper cash facility from which charges can be paid. This cash facility is designed to hold money for onward investment within the Elevate Stocks & Shares ISA. Where re-registration of existing stocks and shares ISAs is possible, your clients' assets retain their tax-efficient status, have no capital gains tax exposure and are free from Elevate initial charges.

Elevate Pension Investment Account (Elevate PIA)

The Elevate PIA is a self invested personal pension plan (SIPP) giving extensive investment flexibility. Future contributions, both personal and employer, can be consolidated with existing pension holdings. Drawdown pension illustration options are available online to help your clients' understand how their built-up funds can be taken in a way that may meet their individual financial planning needs.

With the Elevate PIA you have online control and management of benefit crystallisation with no paper forms or additional client signatures.

The Elevate PIA offers a comprehensive range of retirement income choices with no additional charges:

- Uncrystallised Fund Pension Lump Sum (UFPLS): withdraw lump sums from the pension fund
- Flexi-access Drawdown: arrange tax-free lump sums, one-off and regular taxable withdrawals
- Regular Drawdown: set-up a fully automated, on-going crystallisation that lets you combine the right mix of tax-free cash and taxable withdrawals to suit your clients.

Minimum payment amounts

For each of the Elevate product wrappers your clients can invest a minimum single payment of £1,000. The minimum regular payments are:

- £100 monthly
- £300 quarterly
- £500 half-yearly
- £1,000 yearly.

You should also remember

Tax benefits (where applicable) are subject to change and individual circumstances. For products where clients do not incur a personal tax liability on fund growth, whilst the fund remains invested, the fund may not be able to reclaim tax credits on dividends from UK shares or any withholding tax paid in respect of non-UK equity held. The value of investments can go down as well as up and is not guaranteed. This means that your client may get back less than they invest.

For full details about the product wrappers available through Elevate, please see the relevant Key Features document, which can be found at elevateplatform.co.uk.

13. Third party providers

Elevate General Investment Account for third parties

We have developed a feature that allows offshore bonds and pensions from certain third party product providers to hold and manage investments in an Elevate General Investment Account (Elevate GIA).

This could be of particular benefit to advisers seeking the unique features of a specific product. It could also potentially help those advisers whose clients' tax position, or product exit charges, may make it more beneficial to keep the existing product wrapper and move the assets to Elevate rather than simply transfer the whole product.

For those third party products accessible through Elevate, this will enable advisers to easily set up and manage a consistent investment strategy across a client's portfolio as well as apply a consistent charging structure.



NOTES

A series of horizontal dotted lines for writing notes.

NOTES

A series of horizontal dotted lines for taking notes.

Get to know us better

We hope you've got a good insight into our platform and the potential benefits it can bring to you and your firm.

If there is anything more you want to know, please contact us.

Call us on 0345 600 2399

Our lines are open 8am to 6pm, Monday to Friday.

Email us at Elevate_Enquiries@standardlife.com

Please be aware that emails are not secure as they can be intercepted, so think carefully before sharing personal or confidential information in this way.

Address

Elevate, PO Box 6877, Basingstoke, RG24 4RT

elevateplatform.co.uk