

MONEYAge

AWARDS

2016

AWARDS GALA DINNER & CEREMONY

13 OCTOBER
MILLENNIUM HOTEL
LONDON MAYFAIR

Partners



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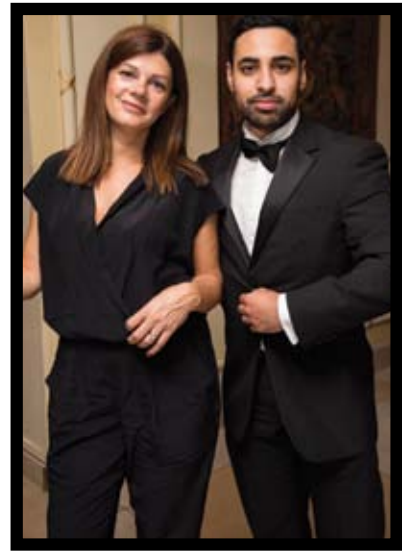


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Winners' overview

There was an air of excitement in the ballroom of the Millennium Hotel Mayfair as hundreds of the consumer finance industry's elite gathered to celebrate the inaugural MoneyAge Awards.

The 2016 awards, which were launched to celebrate excellence, professionalism and innovation in the hugely competitive but critically important personal finance space, were met with a huge response with hundreds of companies, large and small, keen to showcase the hard work and effort they have put into serving consumers in the last year, despite the challenging market conditions.

Honouring the banks, building societies, savings and investment providers, mortgage companies and personal finance specialists that have proved themselves ahead of the game in the field of consumer finance with their product provision, innovation, focus on value and customer service,

these awards were judged by an independent panel of highly experienced judges spanning the various fields of personal finance. The winners were then announced at a glittering gala dinner by TV personality and comedian Alun Cochrane who helped present the trophies to the deserving winners.

Congratulations to everyone who went home with a prize and well done to all of the firms that made the shortlist which was a huge achievement in itself.

Many thanks also to all those who helped make the event such a success. First, to the associations that supported the awards – the CII, the Personal Finance Society, the Society of Mortgage Professionals and the National Skills Academy for Financial Services. Your input was hugely valuable.

Second, to our judges (see below) who offered their time and expertise to help decide the winners; and finally to everyone who entered and attended the awards.

We look forward to welcoming you all again in 2017. Visit www.moneyage.co.uk for more details.

JUDGES



Russell Hamblin-Boone
Chief Executive
Consumer Finance Association



Carol Knight
Chief Operations Officer
TISA



Vince Linnane
Chairman
Moorlands Human Capital and former CEO of the Pensions Management Institute (PMI)



Peter Pledger
CEO
National Skills Academy for Financial Services (NSAFS)



Keith Richards
Chief Executive
Personal Finance Society (PFS)



Robert Sinclair
Chief Executive
Association of Mortgage Intermediaries (AMI) and Association of Finance Brokers (AFB)



Peter Timberlake
Head of Communications
Financial Reporting Council (FRC)



Lee Travis
Head of Professional Development
Society of Mortgage Professionals

The winners

Building Society of the Year

WINNER: Nationwide Building Society

Financial Adviser of the Year (small to medium firm)

WINNER: Penguin Wealth LLP

Highly commended: Positive Wealth Creation

Financial Adviser of the Year (medium to large firm)

WINNER: Origen Financial Services

Highly commended: deVere UK

Innovation in Consumer Finance Award

WINNER: Crowdcube

Highly commended: Neyber

Innovation in Consumer Finance (Technology) Award

WINNER: Bank of Ireland

Highly commended: Oakam

Mortgage Provider of the Year

WINNER: The Melton Building Society

Mortgage Adviser of the Year / Mortgage Broker of the Year

WINNER: Enness Private Clients

Equity Release Lender of the Year

WINNER: Legal & General Home Finance

Stocks and Shares ISA Provider of the Year

WINNER: MFM Investments (Moneyfarm)

Highly commended: Wesleyan

Spreadbetting Provider of the Year

WINNER: ETX Capital

Highly commended: IG Group

Loan Provider / Peer to Peer Loan Provider of the Year

WINNER: RateSetter

Pension Provider of the Year

WINNER: NEST

SIPP Provider of the Year

WINNER: Hargreaves Lansdown

Wealth Management Firm of the Year

WINNER: Brewin Dolphin

Ethical Financial Services Provider of the Year

WINNER: Emerald Life

Best Charity Partnership of the Year

WINNER: Nottingham Building Society/SportsAid

Money Transfer Provider of the Year

WINNER: Currencies Direct

Travel Money Provider of the Year

WINNER: Eurochange

Insurance Provider of the Year

WINNER: Zurich

Travel/Motor Insurance Provider of the Year

WINNER: InsureCancer

Marketing Campaign of the Year

WINNER: Schroders

Money Transfer Provider of the Year: Currencies Direct

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MONEY TRANSFER PROVIDER OF THE YEAR



The Money Transfer Provider of the Year Award was presented to Gary Pitt, Head of Marketing, Kam Biring, Group Compliance Manager, and Leo Markides, Chief Operational Officer of Currencies Direct by comedian Alun Cochrane (left) and MoneyAge Managing Director, John Woods (right)

The MoneyAge Money Transfer Provider of the Year award was designed to recognise those firms that have shown a true understanding of this market and have kept competitiveness, transparency and customer service at the heart of their businesses. This year's winner, Currencies Direct, has done all that and more.

Firstly, the numbers - Currencies Direct has helped more than 150,000 people and businesses transfer money overseas since inception; it boasts offices across five continents; it processes in

excess of £4.8bn in international money transfers each year, across 63 different currencies; and it holds the highest credit rating with Dun & Bradstreet. But it wasn't just these facts and figures that impressed the judges - it was the philosophy at the heart of the business which made this entry stand out among the rest: a desire and a passion to achieve its key aim which is to make overseas money transfers simple for its customers, whoever and wherever they may be.

And this is by no means easy – the task of transferring money around the world efficiently and cost effectively is challenging in itself, but doing so in a way that meets the individual needs of a diverse customer base on a global scale is where the real challenges lie, and only a firm that has taken time to truly understand its clients can do that. Having recognised that, Currencies Direct has dedicated extensive time and resource into researching its customers, understanding where their needs lie, and subsequently has adapted its offerings to provide only truly customer-focussed solutions which better meet the diverse and ever-changing needs of their market.

Innovation is also clearly a key focus for this firm, and today it is proud to be one of the few omni-channel businesses in this part of the market, boasting a global phone service, an extensive number of customer-facing branches, a mobile and tablet-ready online service and a money transfer mobile app.

Last but certainly not least, the judges were impressed that this firm, despite all its latest developments and changes, has not lost sight of the one key feature that any consumer is looking for today and that is value – Currencies Direct are members of the International Money Transfer Index and regularly compare their rates against the banks, while they are also one of few money transfer companies not to charge their customers transfer fees.

All in all, a truly deserving winner. Congratulations to Currencies Direct.



Equity Release Lender of the Year: Legal & General Home Finance

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WINNER

EQUITY RELEASE LENDER OF THE YEAR



The Equity Release Lender of the Year Award was presented to Steve Ellis, COO, Legal & General Home Finance (centre) by comedian Alun Cochrane (left) and MoneyAge Advertising Manager Sam Ridley (right)

Equity release is one area of consumer finance where the importance of transparency and fairness cannot be emphasised enough which is why Legal & General Home Finance (LGHF), which puts both transparency and fairness at the heart of its offering, stood out from the start as a strong contender in this category.

The equity release market has seen a huge transformation in recent years with lifetime mortgages a more popular option than ever for people looking to use their homes as a way to help them fund their retirement. This market however also has the potential for significant future growth which is why the MoneyAge Equity Release Lender of the Year award was arguably one of the most challenging awards to evaluate – deciding which company not only brings an excellent

offering to this part of the market today, but is a firm which is dedicated and innovative enough to drive forward future growth in this area to the ultimate benefit of the consumer. Legal & General Home Finance, felt the judges, did all this and more.

LGHF entered the lifetime mortgage market only recently, in April 2015, yet in a short space of time has experienced phenomenal growth. As a firm it already boasts an excellent reputation, attributable not only to its market leading rates and innovative new products, but also because of its dedicated employees and clear understanding of what this growing market needs.

The judges felt that LGHF truly has the customer at the heart of its business, and this shines through in a number of ways – first and foremost as a firm it has done its best to ensure its pricing is simple and its products are easy to understand, something which the judges felt was a hugely important consideration. Second, it has brought to the market products which are below the standard 5% rate putting pressure on other providers to do the same, while also taking a fresh approach to early repayment, offering fairer deals to customers who may want to pay part of their loan off early. Finally its free Inheritance Protection, allowing the customer to guarantee a proportion of the value of their home as an inheritance to their family, provided further evidence that this firm has truly thought about the needs and requirements of its client base. The judges were also impressed by this firm's obvious desire to improve the general understanding and awareness of the lifetime mortgage market and is doing this by supporting IFAs with a view to ultimately making lifetime mortgages a key part of retirement planning.

Of course none of this would be possible without the right employees and LGHF has been careful to recruit people who they feel are right for the role, understand the company and its goals and who are encouraged to talk about ideas they may have, which leads to a passionate and motivated workforce.



All in all, a firm which has an exciting proposition now and looks to do great things in the future. Congratulations to Legal & General Home Finance – a worthy winner.

Mortgage Provider of the Year: The Melton Building Society

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WINNER

MORTGAGE PROVIDER OF THE YEAR



The Mortgage Provider of the Year Award was presented to Debbie Flint (left), director of operations and Nicola Alvarez (right), director of sales and marketing at the Melton Building Society by comedian Alun Cochrane and former CEO of the PMI Vince Linnane

The MoneyAge Mortgage Provider of the Year award is one of the most coveted of all the MoneyAge accolades, given how competitive a market it is and how crucial this form of lending is to consumers today. This year the trophy went to a lender which has shown a true dedication to meeting its customers' needs through the provision of innovative, niche products with a focus on value, and one which is clearly passionate about its role in the mortgage space.

The Melton Building Society is a modern building society and a national provider of mortgages and savings. It is also proof that biggest isn't necessarily best – as a small mutual it is able to take a truly personal approach to lending and prides itself on being well positioned to offer niche products, developing its offerings to suit its clients' needs, whatever they may be.

The judges were quick to note that this dynamic lender is clearly in tune with the differing needs of society today and its diverse product range reflects that. For example, the Society offers buy to let mortgages for family and holiday lets; it has no upper age limit for its standard buy to let and holiday let mortgages; and it will consider first time buyers and first time landlords for buy to let mortgages.

The Society also offers interest only mortgages and short term lending, whilst for customers with unstraightforward credit history, it offers credit repair mortgages through its subsidiary business MBS Lending. All attributes which showcased how this lender is keen to move with the times and truly understands the varying needs of its existing and potential client base.

The judges were particularly impressed with the Melton's offering in the self build and renovation arena, which has seen a spike in interest in recent years. The Society has clearly listened to the needs of its customers by offering a range of products in this sphere, including a Self Build Advance Mortgage which provides stage payments in advance of each build stage as well as an Eco Mortgage with a special discounted rate that recognises investment in energy efficient features.

The Melton is also truly committed to helping first time buyers which shines through in the range of flexible products it offers in this space – for example, it allows parents to be mortgage applicants to help with affordability and it offers 95% LTV products, including to purchase new build houses. The lender's 3 year Discounted 95% mortgage has been a best buy for several months. The Society also offers shared ownership mortgages with just a 5% deposit to help people get on the property ladder.

And it doesn't stop there. Key to this lender's success is its commitment to investing in the future, and as a result it is constantly making improvements to branches and developing its core systems to support improved customer service and operating efficiency.

All in all, an exciting lender that sets the bar high for its competitors. Well done to the Melton Building Society.



Pension Provider of the Year – NEST



WINNER

PENSION PROVIDER OF THE YEAR



The pensions industry has seen a complete overhaul in recent years with the introduction of auto-enrolment, which has added layers of complexity and a plethora of challenges for employers to overcome when it comes to providing pensions to their employees. That's why a firm which is helping thousands of employers overcome these challenges, while never losing sight of the needs of its members, clearly won favour among the MoneyAge judges.

NEST was set up specifically for auto-enrolment and today is working with over 200,000 employers, is servicing over 3 million members and has over £885m assets under management. But it's not just these considerable numbers which impressed the judges – more significantly NEST has proved itself to be a provider which truly understands the needs of its market and cares about meeting those

needs, constantly striving to make it as straightforward as possible for employers to comply with their auto-enrolment duties, while aiming to keep costs low and delivering value for money for members.

Firstly, NEST delivers a robust investment strategy at low cost by using a sophisticated three tier fund administration framework. This allows them to create an internal market for the trading of assets between nearly 50 different target date funds that make up the default fund. The scheme can therefore use its positive cash flow to ensure it rarely has to sell any assets and that transaction costs are kept low.

NEST is also acutely aware of the differing needs of its member base, offering five fund choices that are designed to cater for members with different risk appetites, faiths and beliefs. Worth noting, however, is rather than provide members with lots of similar choices, each option offers something different, allowing for the provision of real choice without overwhelming members – something which the judges felt stood out against some other players in the market.

NEST has also worked hard to keep member communication clear, again a welcome feature given the complexity and jargon that often prevails in the pensions and investment space, whilst striving to maintain high standards of service delivery along the way.

Despite the huge strides it has taken so far, NEST refuses to stand still, continually using innovation to further develop its offering. For example its free online hub, NEST Connect, enables intermediaries to build a direct relationship with NEST and manage multiple clients on their personalised dashboard, using one login - saving both time and money. In addition, NEST has worked with a number of payroll software providers and built technology that allows a seamless data flow from payroll software to NEST. This enables employers and intermediaries to manage their NEST account from within their payroll software.

Add all this to the fact that NEST has good governance at the heart of everything it does, is continually striving to be recognised as a high quality scheme that customers can trust and is a recognised thought-leader in the pensions space, it's clear to see why NEST went home with the Pension Provider of the Year trophy at the MoneyAge awards this year – congratulations to NEST, a truly deserving winner.

Marketing Campaign of the Year: Schroders

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WINNER

MARKETING CAMPAIGN OF THE YEAR



The Marketing Campaign of the Year award was presented to Nick Odermatt, Head of Digital Marketing at Schroders (centre) by comedian Alun Cochrane (left) and Pensions Age editor-in-chief Francesca Fabrizi (right)

When judging the MoneyAge Marketing Campaign of the Year category, the judges are really looking for a campaign that is far-reaching, of true value, unique and one which represents a leading light for the industry. The Schroders incomeIQ marketing campaign did all of this and more.

The innovative campaign was initially inspired by Schroders' own research-based recognition that not only did their intermediary

clients need a tool to help them achieve a deeper understanding of their clients' investing behaviour, and ultimately their income goals, but their end investors did too.

Months of hard work, dedication, passion and drive led to the development of a unique, highly valuable, high impact and technically impressive online knowledge centre which features investment guides, tools and an incomeIQ test which uses behavioural economics to reveal biases and provide investment tips.

The challenges which were overcome in order for Schroders to deliver this project were, to say the least, considerable. Firstly, devising a technically complex platform, while simultaneously migrating 80+ global audience websites onto a completely new platform required skill, determination and precision.

Second, the challenge of launching globally in multiple countries to various audiences, all with their own cultural, language, regulatory, technical and business requirements meant multiple teams throughout multiple divisions and locations had to really pull together. Finally this was all done to a tight deadline – which was met – and within budget.

Add to this an extensive and comprehensive awareness campaign incorporating events, PR and media and the judges couldn't fail to be impressed. In the words of the judges, this creative and complex campaign was clearly led by a firm which "listens to its clients and will work tirelessly to meet their needs, whatever the challenges may be". The future potential of the platform, agreed the judges, is also immense.

With over 27 global sites, thousands of tests completed and hundreds of thousands of unique site visitors, the Schroders incomeIQ marketing campaign, it cannot be argued, is clearly one to be praised. Congratulations Schroders – a clear winner and one which sets the bar high for the rest of the investment and finance industry.



Innovation in Consumer Finance (Technology) Award: Bank of Ireland

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WINNER

INNOVATION IN CONSUMER FINANCE
(TECHNOLOGY)



The award was presented to Bank of Ireland's Natalie Grist, Georgia Kibblewhite and Ross Purcell by comedian Alun Cochrane (left) and former PMI chairman Vince Linnane (right)

Being innovative in today's fast moving and dynamic financial marketplace is no mean feat. Being innovative and actually providing something of true value to consumers is even harder. That's why the Bank of Ireland's submission for Innovation in Consumer Finance, which outlines the firm's new multi-channel, digital mortgage-application platform, called 'Rome', stood out from the other entries in that category.

First of all, the judges were in agreement that this is a company that refuses to stand still. Having recognised the shortcomings in its

existing mortgage application platform, Bank of Ireland saw the need to re-develop it into one which not only has a wider-reaching distribution, but is also flexible, interactive, efficient and easy to navigate – all the things that someone applying for a mortgage is looking for today.

Second, it was clear to the judges that the Bank of Ireland is keen to understand the needs of its customers and respond directly to those needs, having carried out extensive market research before making any changes. As a result, Rome offers its users a tailor-made journey depending on a number of factors such as whether they want to apply directly or via a third party; and whether or not they need advice.

This research also indicated that customers wanted live messaging as well as direct communication with underwriters and the bank – features which have been incorporated and all help to speed up the mortgage application process. Via lifestyle communications the bank is also able to proactively keep in touch with customers about products potentially appropriate for them.

All this was also achieved with a keen eye on costs and to a tight deadline which was met.

The benefits to consumers and intermediaries, the judges agreed, were immense; the benefits for the bank also notable with significant cost savings and impressive business benefit.

Finally, the potential for future growth and development of this new platform is considerable, its scalability means no new development is needed to onboard a new partner while new products can be applied easily and quickly.

In the words of the judges, "this firm is innovative not just for innovation's sake, but with a key focus on responding to the needs of its clients". Congratulations to the Bank of Ireland. A well-deserved win.



Stocks and Shares ISA Provider of the Year: Moneyfarm

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WINNER

STOCKS AND SHARES ISA PROVIDER OF THE YEAR



The Stocks and Shares ISA Provider of the Year award was presented to Moneyfarm's Chief Product Officer Michele Battelli (centre) by comedian Alun Cochrane (left) and NSAFS CEO Peter Pledger

The award for Stocks and Shares ISA provider of the year aims to give recognition to those providers that truly understand this market, display innovation and strive to meet the differing needs of investors today. Moneyfarm has done all of this and more by making this investment option more accessible to a wider part of the market in an efficient and cost effective way, while bringing advice to people who were unable to access it before.

Moneyfarm is a digital wealth manager providing low-cost, diversified portfolios focussed on long-term returns. A newcomer to the stocks and shares ISA space this firm, agreed the judges, has entered the market with flair and dynamism with a product that allows investors to set up a stocks and shares ISA in three simple steps meaning the process is simple, easy and quick to complete, while providing the tools to help ensure the end result is of high quality and tailor-made to suit the investment requirements of each individual user.

The judges were also impressed that Moneyfarm had listened to the market and had carried out extensive research before embarking on this project. From this research, Moneyfarm discovered that a high percentage of private investors think that investment advice is biased towards generating fees for the industry rather than delivering better investment performance. As a result, many savers, argue Moneyfarm, risk forfeiting what should be higher investment returns in the long-term because they believe that managing their own investments offers them the best value for money. In the same research they found that a third of savers were put off investing by the high costs involved.

In response to this research, Moneyfarm was inspired to turn the market on its head and offer a product that empowers people to manage their wealth in a simple and efficient way while offering a discretionary service which is helping to close the advice gap.

Moneyfarm customers can benefit from efficiencies made possible by the technology it uses. Investors do not pay any fees to Moneyfarm on investments under £10,000 or on anything over £1,000,000, completely turning the traditional pricing structure of asset management on its head – a welcome development for the market.

"A breath of fresh air", a "well thought-out product" and one which "fills an important gap in the market" were all terms used by the judges to describe this winning entry that sets the bar high for the industry. Well done to Moneyfarm.







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