



FUNDSCAPE

SIXTY SECOND REVIEW

UK PLATFORM INDUSTRY

2ND QUARTER 2014

It was a fabulous quarter for platforms thanks to the ISA season, pension reforms announced in the budget and the ongoing low interest rate environment. Gross and net sales hit new highs.

FOURTEEN

£14bn was added to industry assets in the second quarter, taking total AUA to £317bn, a rise of 5% on the previous quarter.

BACK OF THE NET

Net flows were also on the up. It was a strong finish and a new sales record with net flows of £11bn.

HIGH FIDELITY

Thanks to exceptionally strong pension business, Fidelity registered a 74% YOY increase in gross and 225% increase in net sales.

STANDING OUT

Standard Life is the stand-out leader of the retail advised channel for gross and net sales.

A TO Z

Thanks to strong adviser propositions, Aviva and Zurich were the only two platforms to register double-digit growth in the second quarter.

DIFFERENT DRIVERS

Sales were up across the different mix of products. Retail, institutional and corporate pensions all registered upticks.

PUNCHY PENSIONS

All pension business combined accounted for 54% of net sales. Retirement saving will rise thanks to pension reform.

DIRECT PLAY

The D2C channel was the second best channel of the quarter accounting for 22% of industry AUA and net flows.

BLACKJACK

Platforms raised the gross sales stakes with a new sales record in the second quarter of £21bn.

EARLY BIRD CATCHES THE WORM?

Combination of late and early ISA activity led to a strong quarter, but sales were marginally lower than Q213. Some investors are waiting for NISAs.

TO BE ADVISED

Despite focus on D2C and DC, the advised retail channel is still the strongest with 48% of gross and 46% of net sales.

BLOCKBUSTER FUNDS

Skandia and Standard Life's strong flows are helped by having their in-house blockbuster funds on platform.