

PRESS RELEASE (embargoed until 26 March 2018, 8am)

PLATFORM INDUSTRY HIGHLIGHTS 2017 MK 2

For stock market results reasons, we published headline figures for the PLATFORM INDUSTRY in February 2018. Now that all platforms have released their results, we can reveal the leading platform players for 2017.

D2C platform Hargreaves Lansdown enjoyed the strongest asset growth with £16bn in 2017. Good all-round service was the main driver, but it also benefited from the fallout of high-profile problems at other D2C platforms. In percentage terms, Aegon, Aviva and AJ Bell had spectacular growth with 66%, 60% and 36% respectively. Aegon's growth was underpinned by the ongoing transfer of legacy pension business onto platform. Aviva's very competitive pricing helped it win substantial business, while AJ Bell's pension heritage was a siren call for advisers consolidating pension assets.

TOP 5 PLATFORMS BY ASSETS IN Q417 (£bn)	
Cofunds	£94.6bn
Hargreaves Lansdown	£86.1bn
Fidelity	£76.7bn
Standard Life (inc Elevate)	£54.0bn
Old Mutual	£51.5bn

TOP 5 PLATFORMS BY ASSET GRTH IN 2017 (£bn)		
Hargreaves Lansdown	£16.2bn	23.1%
Cofunds	£10.9bn	13.0%
Standard Life Aberdeen	£9.9bn	22.3%
AJ Bell	£8.9bn	36.3%
Old Mutual	£8.8bn	20.6%

TOP 5 PLATFORMS BY GROSS SALES Q417 (£m)	
Cofunds	£7.6bn
Fidelity	£3.1bn
Hargreaves Lansdown (est)*	£3.0bn
Aegon	£2.7bn
Standard Life Aberdeen	£2.5bn

TOP 5 PLATFORMS BY NET SALES Q417 (£m)	
Aegon	£2.3bn
Aviva	£1.7bn
Hargreaves Lansdown (est)*	£1.7bn
Standard Life Aberdeen	£1.6bn
Cofunds	£1.4bn

TOP 5 PLATFORMS BY GROSS SALES 2017 (£m)	
Cofunds	£25.1bn
Fidelity	£14.5bn
Hargreaves Lansdown (est)*	£13.0bn
Standard Life Aberdeen	£10.7bn
Old Mutual	£9.6bn

TOP 5 PLATFORMS BY NET SALES 2017 (£m)	
Hargreaves Lansdown (est)*	£7.8bn
Aegon	£7.3bn
Standard Life Aberdeen	£7.0bn
Aviva	£6.1bn
Old Mutual	£4.4bn

With Q4 gross sales just shy of £33bn, it was the second best quarter on record while annual sales were also a record-breaking £126bn, up 34% against 2016's gross sales of £93.7bn. Net sales were a buoyant £14.2bn and

again second only to the ISA-boosted sales of Q2 2017. Annual net sales were a robust £55.9bn, up an impressive 46% on 2016.

HEADLINE FIGURES FOR 2017					
	Assets	Asset Grth	Gross sales	Net sales	Net/gross ratio %
2016	£488.7bn	£86.0bn	£93.7bn	£38.4bn	41.0%
2017	£591.6bn	£102.9bn	£126.0bn	£55.9bn	44.4%

Understandably, larger, mature platforms dominate the gross sales tables with Cofunds leading the charge, but a higher degree of mature assets means these platforms do not always feature in the net sales table. However, a surge in net sales saw Cofunds return to the top five for quarterly net sales for the first time in years. With the Cofunds and Aegon platforms set to amalgamate in Q218, the newly combined platform could be a force to be reckoned with.

When looking at pure retail advised business and stripping out D2C, institutional and workplace savings, the picture changes dramatically. Standard Life Aberdeen rises to the top of the table followed by Aviva and Old Mutual. They are joined by independent platforms, Transact and AJ Bell, demonstrating that there is a place for different types of platforms and independence is valued by advisers. Transact was recently admitted to the London Stock Exchange and AJ Bell is set to follow suit during 2018.

Fundscape CEO, Bella Caridade-Ferreira said, "2017 was a great year for the platform and fund industries thanks to DB transfers and pension freedoms. We expect business to remain robust, but with increased volatility on the cards this year, these sales trends are unlikely to be maintained in 2018."

RETAIL ADVISED CHANNEL IN 2017					
Assets		Gross sales		Net sales	
Standard Life Aberdeen	£54.0bn	Standard Life Aberdeen	£10.7bn	Standard Life Aberdeen	£7.0bn
Old Mutual	£51.5bn	Old Mutual	£9.6bn	Aviva	£5.7bn
Fidelity	£33.6bn	Aviva	£7.3bn	Old Mutual	£4.4bn
AJ Bell	£30.2bn	Transact	£5.7bn	Transact (est*)	£3.1bn
Transact	£29.7bn	AJ Bell	£5.8bn	AJ Bell (est*)	£3.0bn

- Ends-

Notes to Editors:

The Platform Report is a confidential report published by Fundscape LLP. To subscribe to the report, platforms must contribute asset and sales data on a quarterly basis. For further information, please visit www.fundscape.co.uk.

A total of 19 platforms are included in the analysis. Platform coverage is estimated at 98% of the platform universe.

For further information or background please contact: Bella Caridade-Ferreira, tel +44 (0)20 7720 1183.

*Transact's net sales are estimated. AJBell provides asset figures only - gross and net sales are estimated.