

PRESS RELEASE - EMBARGOED UNTIL 23 MAY 2024, 7AM

THE LIGHT AT THE END OF THE TUNNEL? Q124 PLATFORM DATA

Platform assets rose by £89.4bn in the first quarter of 2024, a rise of 9.4%, but not all of it was market growth. Nucleus added its Curtis Banks data to its stats, roughly £41bn, making it the fourth largest platform in the market. Stripping Curtis Banks out leaves us with asset growth of c5%. Stock markets skyrocketed in Q1 —the FTSE 100 was up by a respectable 2.8%, but the FTSE All World and the S&P 500 rose by a whopping 7.6% and 10.2% each — and platforms benefited.

HEADLINE FIGURES						
All platforms	Assets	Qtrly Asset Grth	Qtrly Asset Grth %	Gross sales	Net sales	Net/gross ratio
Q1 2024	£1,041.3bn	£89.4bn	9.4%	£37.9bn	£7.0bn	18.4%
Q4 2023	£952.0bn	£48.5bn	5.4%	£30.5bn	−£8.1m	-
Q1 2023	£882.6bn	£29.9bn	3.5%	£35.2bn	£9.4bn	26.8%
Adviser platforms	Assets	Qtrly Asset Grth	Qtrly Asset Grth %	Gross sales	Net sales	Net/gross ratio
Q1 2024	£658.3bn	£68.4bn	11.6%	£20.6bn	£3.4bn	16.5%
Q4 2023	£589.9bn	£29.8bn	5.3%	£16.5bn	£655m	4.0%
Q1 2023	£556.5bn	£14.7bn	2.7%	£17.0bn	£4.6bn	27.0%

2024 ASSET TRENDS (ALL CHANNELS)				
	Q423 £m	Q124 £m	Q124 Grth £m	Q124 Grth %
Aegon	172,718.9	181,013.5	8,294.6	4.8
Hargreaves Lansdown	132,972.0	139,784.0	6,812.0	5.1
Fidelity	126,421.1	133,713.9	7,292.8	5.8
Nucleus	45,536.1	89,131.3	43,595.2	95.7
AJ Bell	76,200.0	80,300.0	4,100.0	5.4
Quilter	73,846.4	77,783.3	3,936.9	5.3
Abrdn	70,897.2	72,478.4	1,581.2	2.2
Transact	58,009.7	61,020.1	3,010.4	5.2
Aviva	47,928.6	50,939.2	3,010.6	6.3
True Potential	28,648.4	30,591.7	1,943.3	6.8
Scottish Widows	29,044.9	30,033.7	988.8	3.4
Hubwise	17,254.0	18,195.0	941.0	5.5
Raymond James	15,860.0	17,440.0	1,580.0	10.0
7IM	16,058.3	16,915.5	857.2	5.3
M&G Wealth	16,206.8	16,740.8	534.0	3.3
Wealthtime	11,357.1	11,708.1	351.0	3.1
Parmenion	8,708.2	8,970.1	261.9	3.0
Morningstar	4,300.0	4,561.1	261.0	6.1
Total	951,967.7	1,041,319.7	89,352.0	9.4

Flows, however, missed the mark. Gross flows were £38bn and although net flows bounced up to £7bn, they failed to match the volumes of previous first quarters. Overall, the ISA season was a damp squib, with several platforms (both advised and D2C) recording net ISA outflows as the cost-of-living crisis and the siren call of cash continued to affect consumers. Pension business, on the other hand, surged and recorded its best gross and net flows in two years.

TOP 5 PLATFORMS (all channels) BY GROSS SALES Q124		TOP 5 PLATFORMS (all channels) BY NET SALES Q124	
Aegon	£8.6bn	AJ Bell	£1.6bn
Fidelity	£5.0bn	Aviva	£1.1bn
Hargreaves Lansdown	£4.6bn	Quilter	£1.0bn
AJ Bell	£3.4bn	Hargreaves Lansdown	£809m
Quilter	£2.7bn	Transact	£804m
TOP 5 PLATFORMS (adviser channel) BY GROSS SALES Q124		TOP 5 PLATFORMS (adviser channel) BY NET SALES Q124	
Quilter	£2.7bn	Aviva	£1.0bn
Transact	£2.3bn	Quilter	£1.0bn
Aviva	£2.2bn	Transact	£804m
Nucleus	£1.8bn	AJ Bell	£600m
AJ Bell	£1.7bn	True Potential	£579m

Thanks to a combination of advised and D2C propositions, Aegon topped for gross sales and AJ Bell led for net. In the adviser platform channel, however, Quilter, Aviva and Transact recorded the highest gross and net flows for the quarter. Quilter stands out from the crowd and is worthy of mention — its net flows were its second-best figure since Q121, which is when the industry was on a post-pandemic, vaccine high. Pretty good going.

Bella Caridade-Ferreira, CEO of Fundscope said, ‘Is this the light of the end of the tunnel for platforms? Yes and no. Stock markets boosted assets and revenues, but flows are still well below par. We’re in a period of change — hopefully, we’ll see stronger flows in the second quarter and beyond. The Bank of England has signalled that interest rates will drop in the summer, which will help to level the playing field between cash and investments.’

‘Throw in wars and geopolitical uncertainty, elections on both sides of the Atlantic, and we start to see how fragile this recovery could be. Having said that, we believe there’s light at the end of the tunnel, rather than a train roaring down the tracks. Interest rates need to come down to around 3-3.5% for cash and investment to survive and thrive and the Bank of England has signalled that rate cuts are likely in the summer. UK inflation has fallen to 2.3%, the lowest in three years and just above the Bank of England’s 2% target.

- Ends-

Notes to editors:

The Platform Report is a confidential report published by Fundscope. To subscribe to the report, platforms must contribute asset and sales data on a quarterly basis. For further information about the report and Fundscope, visit www.fundscope.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: press@fundscope.co.uk