Press Release



17 January 2013

Personal Touch Appoints New Head Of Lending

Personal Touch, one of the UK's largest privately owned networks, today announced the appointment of new head of lending, Neil Hoare.

Hoare has over 25 years experience in financial services, working for a wide range of providers and distributors such as Pink Homeloans, Abbey and NFU Mutual. Most recently he was sales and marketing director for insurance specialist Select & Protect.

In his new role Hoare will manage and direct lending for Personal Touch. Working closely with providers and members, Hoare will be charged with maximising the lending opportunities for the network in the competitive mortgage and loans market place.

Jonathan White, commercial director for Personal Touch, explains:

"Our search for a head of lending was an incredibly comprehensive exercise, given its critical nature to our business. As well as being very clear about the calibre of individual that we wanted, we discussed the appointment with our members and lender partners. Neil has a fantastic professional reputation amongst lenders and a proven record of working with intermediaries to drive product initiatives and ensure great customer outcomes".

Press Release



Neil Hoare, head of lending for Personal Touch, added:

"I am really looking forward to working at Personal Touch, a network that is committed to developing its already dominant role as a major distributor of mortgages and lending services. In the new RDR/MMR climate it is reassuring to be joining a company who have embraced change and committed to such a strong future vision."

Personal Touch Financial Services, founded in 1994, distributes a diverse product range from a comprehensive panel of providers. In recent years, Personal Touch Financial Services has won a number of industry awards, including best mortgage proposition, best IFA network and business leader of the year.

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Notes To Editors

Personal Touch Financial Services was established in 1994, and is now the largest privately owned adviser network in the UK.

Authorised and regulated by the Financial Services Authority (FSA), Personal Touch Financial Services provides business, technical and regulatory support to our community of members. Distributing a diverse range of products from a comprehensive panel of providers, the company has four core areas of business:

- Mortgages
- Protection
- · Investments and pensions
- General Insurance

Press Release



In 2006, Lloyds Development Capital (LDC) invested in Personal Touch Financial Holdings in order to support the growth strategy of the business.

In recent years, Personal Touch Financial Services has won a number of industry awards, including best mortgage proposition, best IFA network, and business leader of the year.

* FSA rankings, June 2012