

Press Release

8th March 2013

Personal Touch Appoints New Senior GI Manager

Personal Touch, the UK's largest privately owned adviser network, today announced the appointment of Victoria Jefferies as senior GI manager.

Victoria has over 14 years experience in general insurance, working for Endsleigh in a broad variety of marketing and product management roles, most recently as market development manager.

Jonathan White, commercial director for Personal Touch, explains:

"Victoria comes with a wealth of experience in the GI space particularly with Personal Lines and Buy To Let. Her immediate priority will be to review our existing GI panel including reviewing the competitiveness and the quality of products and services delivered by both the panel and non-panel providers. We are committed to having a competitive intermediary proposition that can deliver the best client-focused outcomes and equally add value to our members. Victoria's input and strategic knowledge will be a vital asset to the development of this proposition."

Victoria Jefferies, senior GI manager, added:

"Taking on such a big new challenge at Personal Touch is exactly what I have been looking for - particularly as the GI division is targeted for impressive growth and development, which will mean lots of hard work but hopefully mutual member and client rewards."



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Notes To Editors

Personal Touch Financial Services is the UK's largest privately-owned professional adviser network. Established in 1994, the Company is authorised and regulated by the Financial Services Authority (FSA). Personal Touch Financial Services provides business, technical and regulatory support to a community of more than 600 highly-qualified member firms, with a focus on the mortgage and protection sector.

Future Strategy: Vision 2013 is designed to reflect the core principles of the new post-RDR era with transparency and fairness uppermost. Personal Touch is committed to running a client-focused organisation with professional standards and service quality at the core of this.

A new management team was appointed in 2012 headed-up by Chief Executive Officer, Max Wright. The team of board directors, senior management and staff are committed to ensuring adviser members are given all the support they need to deliver professional, impartial financial advice to clients, whilst maximising income with complete cost transparency.

In its investment and pensions operation, Personal Touch operates a broad-based, restricted advice proposition with professionally qualified advisers supported by dedicated bespoke technology, compliance and business development resources. Adviser members benefit from the additional support of a robust PI policy giving legal protection which can otherwise cost firms considerable additional expenditure.

Distributing a diverse range of products from a comprehensive panel of major and specialist lenders, the company has four main areas of business:

- Protection
- Mortgages
- Investments and pensions
- General Insurance

Other more specialist business areas include:

- Private medical insurance
- Equity release and loans