

PRESS RELEASE

12th February 2014

FORMER SJP ADVISER TO LAUNCH NEW IFA FIRM OFFERING ONLINE INVESTMENT PLATFORM AND DISCRETIONARY SERVICES

Former St James' Place adviser, Tim Horrocks, today announced he is launching a new IFA business, 'RockWealth LLP' which will provide clients with access to specialist online discretionary management services alongside traditional face to face advice.

Horrocks has agreements in place with over 30 DFMs who will support the new RockWealth investment management proposition including Brewin Dolphin, Brooks Macdonald, Rowan Dartington and Investec. RockWealth's clients will have access to over 5,000 investment funds and exchange traded funds selected on the basis of track records and intensive ongoing research. True Potential is providing its award-winning wealth management and back office technology to support the new business.

Tim Horrocks, RockWealth managing partner, explains:

"The philosophy behind the launch of RockWealth is to provide a new form of online and offline financial advice service which delivers advanced advisory solutions, cost efficiently, to two distinct client groups: advisory wealth management clients and pure investment clients.

"Like most IFAs we will independently select the most appropriate products and services from across the whole of the market and we employ the highest calibre of discretionary fund managers to independently monitor all our clients' investments. However what makes us different is that clients using RockWealth's online service get access to all the benefits of full discretionary fund management with monthly portfolio rebalancing at a cost that is easily accessible to a more average investor".

RockWealth will launch later this month having just received full FCA approval. Further information will be made available closer to the time - when the RockWealth online investment service and full company website will be available at www.rock-wealth.co.uk For up to date news please follow the social media updates via @rockwealthuk (twitter), linked-in and facebook company pages.

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Notes To Editors

RockWealth is a firm of professional independent advisers specialising in wealth management and creation on behalf of professionals, business owners, entrepreneurs and trust funds. Tim Horrocks has been an IFA for over 11 years including 3 years with SJP after earlier careers with both HSBC and Lloyd's private client divisions.

RockWealth's mission is always to strive to excel and surpass expectations. Advisers at RockWealth will independently select the most appropriate products and services for clients from across the whole of the market with the highest calibre of discretionary fund managers being employed to independently monitor all investments.