



**For immediate release: 08 November 2019**

## **NEW PRUDENTIAL PLANNING BUSINESS LAUNCHES**

Prudential Financial Planning (PFP) has launched the new self-employed part of its business, 'The Advice Partnership from Prudential' (The Partnership).

The 25 'founding' Partners, who have been recruited from PFP's current 360-strong employed adviser team, are currently in the process of being onboarded, with further plans to grow the enterprise in the coming years.

All advisers who join The Partnership will be able to build their own business and, after a minimum period of five years, will have the option to capture enterprise value from their efforts.

Initially, the proposition will mirror that of PFP including Prudential's wrappers, its market-leading range of investment solutions and a near whole-of-market range of annuity and protection products, but this may develop in the future.

**Tom Hegarty, Director, The Advice Partnership, said:** "The Partnership will play an important role in the growth of the financial advice sector by supporting and developing our advisers. It gives them the tools to be able to provide a wide range of clients, who potentially would not otherwise have accessed professional financial advice, with a profitable and cost-effective service that meets their needs.

"I'm excited to welcome the first advisers to The Partnership and wish them every success in their new business venture with us."

**Chris Haines, Chief Executive at Prudential Financial Planning, said:** "With The Partnership we aim to offer a consistently high-quality advice service to a wide range of consumers by benefiting from the efficiencies and economies of scale that come with being part of a larger organisation. At the same time, we'll support advisers to grow and develop their businesses in a way that suits their own longer-term career plans and aspirations."

**-ENDS-**

**If you require any further information, please contact:**

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**Notes to Editors:**

### **Prudential Financial Planning**

Prudential Financial Planning (PFP) provides personal financial advice tailored to clients' individual requirements. Its advice philosophy is underpinned by a deep understanding of each client's individual circumstances and their unique financial planning needs.

Advisers are qualified in financial planning and advise on a range of carefully selected products from Prudential and other providers – known as a restricted advice service. Advisers provide recommendations on investments and savings, retirement planning, income in retirement, protection, estate planning and, in conjunction with other organisations, access to legal and mortgage services.

### **About M&G plc**

Prudential Financial Planning is part of M&G plc, a leading savings and investments business which was formed in 2017 through the merger of Prudential plc's UK and Europe savings and insurance operation and M&G, its wholly-owned international investment manager. The Company completed its demerger from Prudential plc on 21 October 2019, when M&G's shares were admitted to trading on the London Stock Exchange. As an independent company, M&G plc has a single corporate identity and continues with two customer-facing brands; Prudential for savings and insurance customers in the UK and Europe and for asset management in South Africa and M&G Investments for asset management clients globally.