



PRESS RELEASE

For immediate release

30 January 2017

Tilney Bestinvest rebrands as the Tilney Group

Leading UK financial planning and investment group Tilney Bestinvest is pleased to announce that it has rebranded as the Tilney Group. The rebrand marks the successful completion of its integration of Towry following a landmark transaction to combine the two groups which completed in August 2016.

The integrated business will now operate under the Tilney brand for financial planning, investment management and investment advice. The enlarged Tilney Group is a truly nationwide firm with over 300 financial planners, investment managers and advisers supporting over 100,000 clients from a network of 30 offices across the UK.

The Tilney Group will also continue to build on the Bestinvest brand's heritage as a pioneer and leader in the execution-only segment through its award-winning online investment service, which is backed up by telephone support. Tilney's services to self-directed investors will therefore continue to operate under the Bestinvest brand, which will be described as 'powered by Tilney,' but which has had a creative facelift.

As one of the UK's leading discretionary investment managers, Tilney has also long worked with third-party firms of financial advisers to provide their clients with professionally managed investment solutions. In recognition that its partners now also include other professional service firms such as consultants, lawyers and accountants in the UK and overseas it has rebranded its Tilney for Intermediaries division as Tilney for Professionals.

Peter Hall, CEO, of Tilney Group commented: "The rebrand is a very significant moment for us, demonstrating that the 2016 integration of Tilney Bestinvest and Towry is now complete. We are truly one business built on the combined strengths of the legacy firms and with a clear and compelling service proposition which is reflected in a new, fresh visual images and logo."

"With a range of services to support clients across the UK and a really top quality team of advisers, I believe this business is exceptionally well positioned for the future. We have now entered a new organic growth phase and will be investing significantly in building the brand with the launch of a major advertising campaign*. We are also kicking off a significant recruitment drive to seek out additional high calibre financial planners and investment managers who want to be part of a successful and growing firm that is committed to the very highest standards of professionalism."

- ENDS -



*The new Tilney advertising campaign will span both national and local press titles, lifestyle magazines, posters and an online campaign. The strapline “*Your personal wealth. Our personal responsibility*” which encapsulates Tilney’s ethos, will run throughout the campaign. The campaign will also offer members of the public a free financial planning consultation which can be booked by calling 0203 131 6167 or visiting the Tilney.co.uk

Please contact us if you require copies of the new Tilney and Bestinvest logos or a hi-resolution photograph of Peter Hall.

Press contacts:

Jason Hollands

Managing Director, Communications & Business Development
0207 189 9919 / 07768 661 382
jason.hollands@tilney.co.uk

Gillian Kyle

Media Relations Manager
0203 818 6846 / 07989 650 604
gillian.kyle@tilney.co.uk

Katy Moore

Media Relations Manager
0203 818 6969 / 07805 727 023
katy.moore@tilney.co.uk

About the Tilney Group

Tilney is a leading investment and financial planning group that builds on a heritage of more than 180 years. Our clients are private investors, charities and professional intermediaries who trust us with £21 billion of their assets. We offer a range of services including financial planning, investment management and advice and, through our Bestinvest service, a leading online platform for those who prefer to manage their own investments. We have won numerous awards including Best Advisory Service in the 2015 City of London Wealth Management Awards; Investment Award – Cautious category in the Private Asset Management Awards; and Stockbroker of the Year, Execution-only Stockbroker of the Year and Self-select ISA Provider of the Year 2015, as voted by readers of the Financial Times and Investors Chronicle.

Headquartered in Mayfair, London, the Tilney Group employs over 1,000 staff across our network of 30 offices, enabling us to support clients with a local service throughout the UK. For further information, please visit: www.tilney.co.uk