SUFFOLKLIFE
THE INTELLIGENT APPROACH

Suffolk Life goes from strength to strength

28th January 2009

Suffolk Life, one of the UK's leading providers and administrators of SIPPs, has announced it has now established over 14,000 self-invested plans with gross assets exceeding £3 billion including commercial properties for over 2,500 SIPP investors.

Henry Catchpole, CEO said: "2008 was another strong and profitable year for Suffolk Life. Our award winning MasterSIPP goes from strength to strength and we were delighted to receive the Investor in Customer 2 star accreditation for the second time. We will continue to build our capabilities in 2009 to ensure that we continue to offer advisers the high levels of service standards that they have come to expect."

Some of the highlights for 2008 include:

- Q1 2008 was Suffolk Life's best quarter ever on the back of strong sales of the MasterSIPP product
- Suffolk Life was acquired by Legal and General in May 2008
- Unveiling of new look annual statements
- Strengthening of the distribution and client services team with the appointment of two highly experienced industry specialists – Rollo Wilson and Will Self
- Investor in Customers accreditation for the second time
- Secured discounts with third party fund managers via the Cofunds investment platform, 80% of available funds are at zero initial charge
- Datafeeds arranged with 37 investment managers
- New service charter setting a benchmark for SIPP providers

John Moret, Director of Sales and Marketing added: "Advisers are at the centre of all our activity and we remain committed to building and maintaining exceptionally strong relationships on the back of our service delivery. We have seen recently from the experience of other providers that neglecting this can have unfortunate consequences. 2008 also saw us strengthen our sales and marketing as well as distribution and client service teams. The introduction of our service charter provides further confirmation of our commitment to providing exceptional levels of service to advisers and their clients.

"We are confident that 2009 will be a good year for SIPPs and through further investment in technology and high quality staff we plan to ensure that we continue to grow our business without putting at risk our service delivery."

Further details on Suffolk Life can be found at www.suffolklife.co.uk

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About Suffolk Life

Suffolk Life is one of the UK's leading providers and administrators of specialist pension products, primarily Self Invested Personal Pensions (SIPPs). It has established over 14,000 self-invested plans and total assets exceed £3 billion. Suffolk Life has acquired over 1,600 properties for over 2,500 SIPP investors.

Established in 1971 and based in Ipswich, Suffolk Life employs around 200 people and has built an enviable reputation based on its expertise and knowledge of the SIPP market.

This has been recognised through numerous awards including:

- Technology, Admin and Service award, Income drawdown – Pensions Management 2008
- Technology, Admin and Service award, SIPPs – Pensions Management 2007 & 2006
- Best SIPP Provider - Professional Adviser 2006
- Best SIPP Provider - Professional Pensions 2006 & 2005
- Best SIPP Product - Moneyfacts 2005
- Best Buy - Investors Chronicle 2005
- Admin & Service awards, SIPPs – Pensions Management, wins in 2002, 2003 & 2004, commended in 2005
- Financial Adviser 5 star service award 2008
- Investor in Customers 2 star award for 2006 & 2008

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Further details are available by visiting the Suffolk Life website: www.suffolklife.co.uk