

Suffolk Life showcased in Telegraph Business Club Video

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Suffolk Life, one of the UK's leading providers and administrators of SIPPs, has featured in a video appearing on the Telegraph Business Club. The link is available at www.suffolklife.co.uk/telegraph.

The Telegraph Business Club has one simple aim which is to help dynamic entrepreneurs and ambitious business professionals to become more successful. To do this they examine how real-world businesses tackle business challenges, listening to the advice of highly successful entrepreneurs and providing relevant information and knowledge on business topics.

Suffolk Life was approached to appear in the video "making it happen" to discuss the creation of Suffolk Life, its successful rise in the specialist SIPP industry and its acquisition by L&G. Suffolk Life has utilised marketing, sales and PR to great effect and has influenced the pensions market for many years.

Henry Catchpole, CEO of Suffolk Life said: "We were flattered to be approached by the Telegraph Business Club; it is a highly effective tool for business owners and entrepreneurs. I hope that by discussing how Suffolk Life grew its market share but maintained the personal touch and high levels of customer service, we inspire others to treat customers fairly and as we all wish to be treated."

The Telegraph Business Club is supported by:

- British Chambers of Commerce
- Chartered Management Institute
- Chartered Institute of Public Relations
- Forum of Private Business
- Henley Management College
- Institute of Chartered Accountants in England and Wales
- National Computing Centre

For further information on Suffolk Life's Telegraph Business Club video, please go to www.suffolklife.co.uk/telegraph.

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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 around 1,700 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

Suffolk Life was acquired by Legal and General in May 2008.

Further details are available by visiting the Suffolk Life website:

www.suffolklife.co.uk