

Friends Provident International's Financial Adviser Academy plays its part in the continuing development of UAE advisers

Date: XX June 2016

Friends Provident International (FPI) launched its Financial Adviser Academy (the Academy) six months ago.

The Academy is focused on the professional development of advisers and on increasing their technical and funds knowledge, as well as delivering sales training through workshops and masterclasses. Its ultimate aim is to enable advisers to strengthen relationships with customers by building trust through increased professionalism.

The Academy currently has three core components:

Technical – Scott Hood is FPI's Regional Technical Manager. His focus is to provide technical support for FPI's expatriate proposition. In the last six months Scott has worked on many initiatives including delivering briefings on the implications of the UK budget for expatriates in the region. In addition, Scott has supported advisers on sales of key person and business protection and has developed a guide on taxation and trusts for South African expatriates.

Funds and Investments – FPI's newest Academy recruit is Kevin Traish, who joined the company in May 2016 as Regional Funds and Investments Manager. Kevin has worked in the financial services industry for more than 30 years. He plays a critical role on the Academy team by equipping advisers with the tools and knowledge they need to create investment portfolios that deliver good customer outcomes. He takes over from Lina Taher who has taken on a global role, after being promoted to Deputy Chief Investment Officer for FPI.

Sales Training – The sales training element of the FPI Academy is managed by Neil Hay, FPI Regional Sales Training Manager. Neil has 18 years' industry experience, including nine years as a sales consultant in the UK and Dubai. Since the launch of the Academy, Neil has worked closely with several key business partners to develop bespoke training courses for their people, such as FPI's Masterclass concept. The Masterclasses are workshops focused on developing soft skills to improve an adviser's ability to gain trust and commitment from customers.

David Thompson, Regional Sales Director, Middle East and Africa said:

"Offering this additional level of support for advisers sets FPI apart from our competitors, and articulates our commitment to the life insurance market place in the UAE. I am delighted at what has been achieved in just six months, and look forward to further developing our offering to help with the ongoing professional development of advisers in the UAE."

- Ends -



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Notes to Editors

About Friends Provident International

Friends Provident International (FPI) provides life assurance, pensions and investment products in Asia, the Middle East, the United Kingdom – and other selected markets – and is part of the Aviva Group.

We have over 35 years' international experience, offices in Hong Kong, Singapore, the United Arab Emirates and the Isle of Man, and more than 500 staff worldwide.

See www.fpinternational.com for further information on Friends Provident International.

About Aviva

- Aviva provides life insurance, general insurance, health insurance and asset management to 34* million customers, across 16 markets worldwide
- In the UK we are the leading insurer serving one in every four households and have strong businesses in selected markets in Europe, Asia and Canada. Our shares are listed on the London Stock Exchange and we are a member of the FTSE100 index.
- Aviva's asset management business, Aviva Investors, provides asset management services to both Aviva and external clients, and currently manages over £245 billion in assets.
- Aviva helps people save for the future and manage the risks of everyday life; we paid out £24.6 billion in benefits and claims in 2014.
- By serving our customers well, we are building a business which is strong and sustainable, which our people are proud to work for, and which makes a positive contribution to society.
- The Aviva media centre at <http://www.aviva.com/media/> includes company information, images, and a news release archive.
- For an introduction to what we do and how we do it, please click here <http://www.aviva.com/about-us/aviva/>
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* Before the deduction of Aviva and Friends Life overlapping customers.

IMPORTANT INFORMATION

Friends Provident International is a trading name of Friends Provident International Limited and Aviva Group PLC (for business conducted outside the United Kingdom).

Friends Provident International Limited

Registered and Head Office: Royal Court, Castletown, Isle of Man, British Isles, IM9 1RA.

Incorporated company limited by shares. Registered in the Isle of Man, number 11494.

Authorised by the Isle of Man Insurance and Pensions Authority.

Provider of life assurance and investment products.

Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority.

Authorised by the Office of the Commissioner of Insurance to conduct long-term insurance business in Hong Kong. Registered in the United Arab Emirates as an Insurance Company (Registration No. 76).



Registered with the Ministry of Economy as a foreign company (Registration No. 2013): Registration date 18 April 2007.

Authorised by the United Arab Emirates Insurance Authority to conduct life assurance and funds accumulation operations.

Registered in Singapore No. F06835G.

Licensed by the Monetary Authority of Singapore to conduct life insurance business in Singapore.

Friends Provident International is a registered trade mark of the Aviva Group.