

Friends Provident International launches Financial Adviser Academy

Date:

As part of a strategic plan to add value for its distribution partners Friends Provident International (FPI) has launched The FPI Financial Adviser Academy.

FPI has a long-standing reputation for providing a superior level of support for advisers, and many have benefited from our expertise when structuring their customers' offshore investments, savings and protection plans to maximum effect.

Initially available in the UAE, and aimed at advisers working with expatriate customers, the Academy offers access to a team of specialists who will share their expertise in tax, trust and estate planning, funds and investments and sales training to help advisers to develop financial planning solutions that will lead to the best possible outcomes for their customers.

Philip Cernik, Chief Marketing Officer UAE at FPI said:

“At FPI we understand the many issues faced by our business partners today. Whether it is recruiting, training and retaining people with the appropriate skills and qualifications, or coming to terms with the complex dimensions of financial planning for internationally mobile customers, they have a tough job. The aim of the Academy is to support our advisers' professional development by sharing the knowledge of the excellent people we have on the ground in the UAE.”

FPI has recruited several top class specialists in the international financial services market.

Scott Hood is FPI's Regional Technical Manager for the Middle East and Africa. He is a Chartered Financial Planner and Fellow of the Personal Financial Society. He holds a law degree and Post Graduate Diploma in Legal Practice and is experienced in both dispensing and auditing UK regulated financial advice.

Lina Taher has been appointed as Regional Funds and Investment Manager. Lina holds a double major in Finance and Accounting Information Systems from Canisius College in Buffalo, New York. Her role is to provide funds and investment training for our business partners and to keep them updated on fund strategy and performance.

Neil Hay is the Regional Sales Training Manager. He has 18 years' industry experience, including nine years as a sales consultant in the UK and Dubai. Neil's role principally looks at the impact of regulatory changes on the industry, in the UAE. He also provides training and co-ordination to help keep our key business partners ahead of the curve.

In some cases, the Academy can offer another unique service to certain business partners, by giving them access to the Customer Insight team. This team can help with quantitative and qualitative insight, analytical models, predictive modelling and data on existing customer bases.

Over time the Academy will evolve to include additional support and insight on other areas, such as management consultancy - to help advisers to move to more profitable models – and a section for our underwriters to share their expertise.

David Thompson, Regional Sales Director for FPI's Middle East and Africa operation said:

"I believe that FPI is unique as the only international life insurance company in the UAE to offer this holistic support service. I am very proud of the brilliant team that we have built, and in time I think the FPI Financial Adviser Academy will become a one stop shop for all the information and support our distribution partners will need."

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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/>
- For broadcast-standard video, please visit <http://www.aviva.com/media/b-roll-library/>
- Follow us on twitter: www.twitter.com/avivapl/

* 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 19 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.