

PruFund on Scottish Widows Platform

For Professional Advisers only

You can now access PruFund on our modern platform designed for advisers. This established smoothed managed fund range is designed to provide clients with a steady, stable investment experience.

We've added a range of five PruFunds to our investment solutions, giving you greater choice when supporting clients near, or in, retirement.



Smarter investment management

- Built into existing journeys, offering a seamless way to add PruFund to client portfolios and blend with model solutions.
- Flexibility to select PruFund when taking withdrawals, keeping investment strategies aligned.



Enhanced efficiency

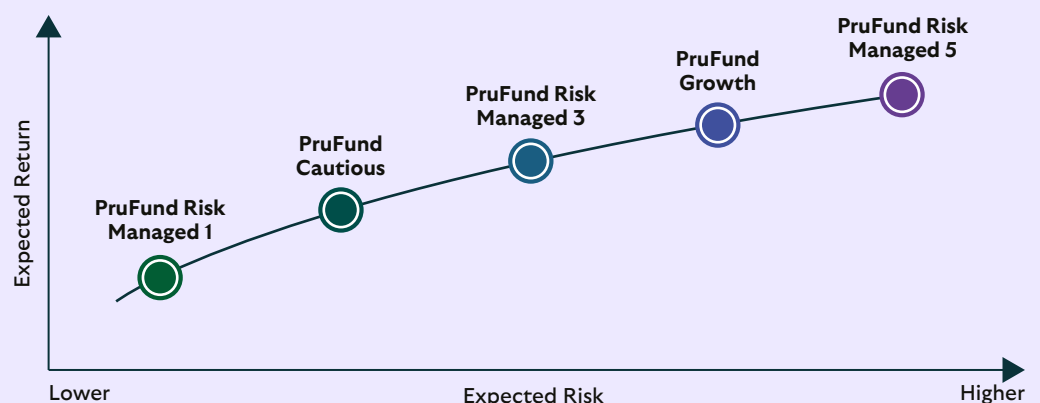
- Straight-through, paperless digital journeys help reduce administration and save time – set up multiple wrappers in one new business journey.
- Illustrations show blended investment solutions, making it easy to explain to clients.



Connecting to your every day

- Integrated reporting delivers clear valuations and performance insights for effective portfolio oversight and client reviews.
- Integration with major back-office systems, planning tools and suitability software helping to increase your productivity.

PruFunds on Scottish Widows Platform



Scottish Widows Platform: Powering advice

We believe high-quality financial advice delivers better client outcomes. Backed by the scale, ambition and stability of Lloyds Banking Group, we have the financial strength, capability, and expertise to be your trusted platform partner.



Trusted platform partner

- We help you to deliver great client outcomes and create enduring value for your business.
- With the highest AKG financial strength rating for Platform and provider, we're a stable, long-term partner.



Commitment to the advice market

- Our ongoing investment reflects our commitment to you.
- We're continually enhancing our technology, service and proposition, meaning our Platform evolves in line with you and your clients' needs.



Easy to do business with

- Our Platform is designed to make your day-to-day business simpler, efficient and easier to manage.
- Seamless onboarding, time-saving straight-through processing and integrated tools, supported by real people.



Wide range of products and wrappers

Our Platform offers a wide range of pension and investment wrappers to help you deliver great client outcomes aligned to their needs.



Investment solutions to support clients' needs

Broad range of options to support your CIP, from multi-asset funds and discretionary managed portfolios to adviser-built model solutions.



Digital experience built around advisers

We continually invest to enhance our technology, tools and integrations to help you work more efficiently. With digital, straight through journeys.



Service and support you can rely on

Award-winning service and support, where expert people and smart technology work together to support you and your clients.

 **0330 024 2345**

 **scottishwidows.co.uk/platform**

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SWP SA 0011 (0526 IH)