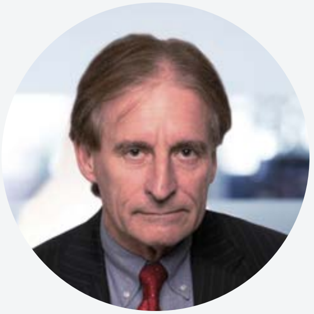
EValue

Better Financial Planning

WELCOME TO EVALUE



BRUCE MOSS, FOUNDER

EValue was born in 1993 within Towers Perrin, now Willis Towers Watson. Between 1993 and 2011, the EValue team worked with several institutional and workplace clients on investment, pension, and drawdown modelling.

With a track record of building robust and reliable modellers, EValue became an independent company in 2011 with the goal of becoming the leading provider of adviser and consumer planning tools, underpinned by a single Planning & Advice Engine.

Since 2012, EValue has grown into a highly skilled and entrepreneurial team. We have an exciting combination of experts in asset modelling, investments, and pensions, as well as specialists in technology, design, delivery, and engagement.

With this team in place, we now collaborate and partner with most financial services brands in the UK.

EValue

PURPOSE

EValue is the UK's market leader in the provision of digital, personal finance advice products and services. These products combine expert actuarial knowledge, pioneering asset modelling and risk management. Primarily they are used in the UK by banks, product providers, advisers and employers to enable them and their customers/employees to understand and make complex, individual, personal financial decisions.

EValue's software solutions cover all financial planning needs with versions for use by consumers and advisers. What's more, because all EValue's products are built on a single Planning & Advice Engine, all versions of our tools are entirely compatible, enabling both advisers and consumers to work together on financial plans.

The same is true for all EValue's automated (or 'robo') advice solutions. Everything is integrated allowing consumers the choice of:

Doing their own planning and investing	Accessing automated / robo advice
Working with an adviser	Migrating between these depending on requirements

INNOVATION

Our successful innovation spans over 20 years:

- First in the world to offer the power of stochastic modelling to consumers
- Led early discussions with the FSA to permit stochastic forecasting for regulated investment products
- First to develop holistic retirement models, taking account of all forms of wealth, including home equity release
- First to model income drawdown strategies for retirees, again holistically
- Completed unfinished work of celebrated economist, Fischer Black, to develop a low interest rate model following 2008 "credit crunch" with academic paper published on work
- Created unique portfolio-optimising technology that allows returns to be maximised for a desired level of risk

EValue

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OUR JOURNEY SO FAR...

1993

EVALUE BORN

THE EVALUE TEAM IS ESTABLISHED WITHIN TOWERS PERRIN, NOW WILLIS TOWERS WATSON

2002

MODELLERS

FIRST INSTITUTION GOES LIVE WITH EVALUE INVESTMENT, PENSION AND DRAWDOWN MODELLER

2011

EVALUE LTD

EVALUE BECOMES AN INDEPENDENT COMPANY, ASSOCIATED WITH FINANCIAL EXPRESS

2013

INSIGHT LAUNCHED

UPGRADE TO ECONOMIC SCENARIO GENERATOR TO TAKE ACCOUNT OF EXTREME LOW INTEREST RATE ENVIRONMENT

2015

NEW FREEDOMS

PENSIONS FREEDOM PLANNER LAUNCHED & ACCESSED BY 52,000 CONSUMERS

2016

ROBO ADVICE

EVALUE BEGINS WORKING WITH PROMINENT FINANCIAL INSTITUTIONS ON AUTOMATED ADVICE

EVALUE TODAY

EVALUE WORKS WITH

80%
OF UK FINANCIAL INSTITUTIONS

HELPING THEM TO

MANAGE RISK

REDUCE COSTS

GROW REVENUE

IN 2018, OUR PLANNING & ADVICE ENGINE WAS USED BY

671,000
CONSUMERS & ADVISERS

AND WAS AT THE CORE OF

601,000 PLANNING & ADVICE SESSIONS

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THE EVALUE PROPOSITION

WITH OUR PLANNING & ADVICE ENGINE AT ITS CORE

PLANNING & ADVICE ENGINE

INSIGHT MODEL

EValue's Insight Asset Model is an economic scenario generator model which produces realistic forecasts of possible future investment returns. Not only does Insight illustrate to investors the risks they are taking over different timescales, it also enables them to have realistic expectations about the outcomes that may be achieved and make sensible investment decisions.

CALCULATION ENGINE

EValue's Calculation Engine is the product of over a decade of ongoing development. With the ability to process thousands of simulations in under a second, EValue's powerful Calculation Engine carries out all the calculations required to provide our realistic and robust forecasts.

This single engine approach ensures consistency between all modules and distribution channels delivering a genuine omni-channel approach.

ADVICE ENGINE

EValue's Advice Engine contains all the algorithms and parameters needed to deliver a comprehensive range of automated advice solutions. Extensive configurable parameters within the Advice Engine enables EValue's clients to tailor the algorithms to meet their specific business and regulatory compliance requirements.

PLANNING & ADVICE TOOLS

ADVICE AND GUIDANCE PLATFORM

Our Advice and Guidance Platform delivers partial or fully automated processes.

So, you can give your customers complete choice over the level of support they need when purchasing financial products.

From a single software engine, you can offer customers a choice between:

- Self-service advice and guidance
- Highly affordable digital advice and guidance
- Traditional face-to-face advice and guidance

And between all these options, your customers are guaranteed a seamless handover. We can integrate our digital services into your existing processes, or help you deliver all three routes.

The benefits of an advice and guidance platform

Efficiency: Reduce the cost and time it takes to help more people

Growth: Extend your market reach without increasing your workforce

Customer satisfaction: Meet the rising need for low-cost, easily accessible advice with great customer experience

Empowerment: Give your customers complete choice over the support they want when making financial decisions

Flexibility: Ensure your customers can move between advice and guidance channels seamlessly and problem-free

Education: Seize the opportunity in the market caused by the advice gap

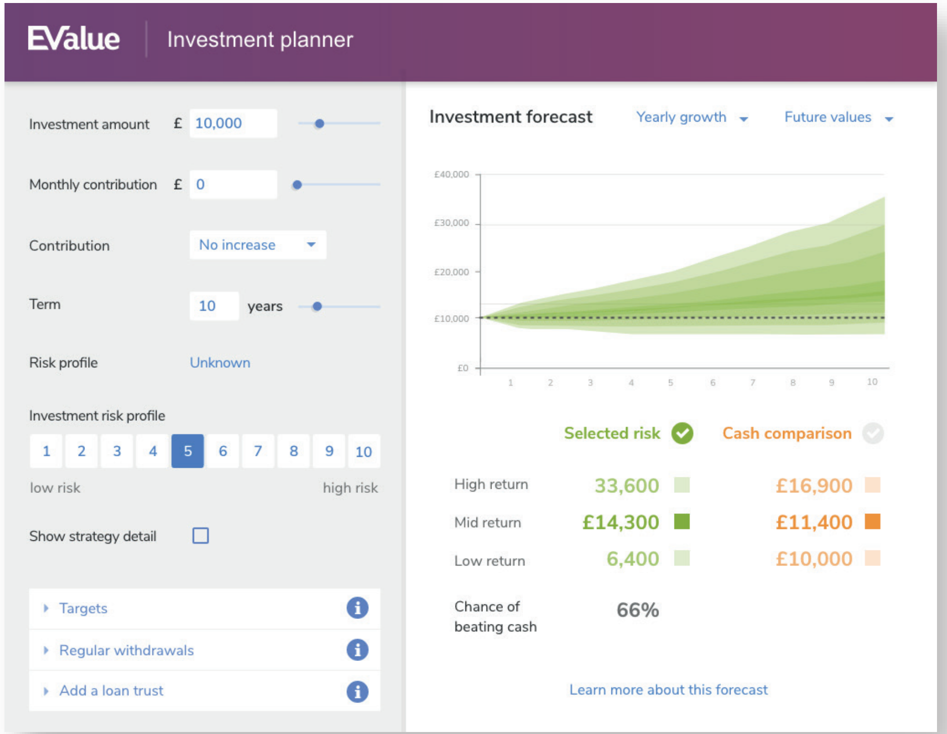
PLANNING & ADVICE TOOLS

INVESTMENT

- Presents risk-return forecasts for different risk profiles and cash flows, helping consumers to clearly understand the implications of investment decisions.
- Cash flows, investment time horizons and risk levels can be varied to show the impact on a consumer's investment goal.
- Operates gross and net tax allowing for effective ISA planning as well as other taxed investments.

PROTECTION

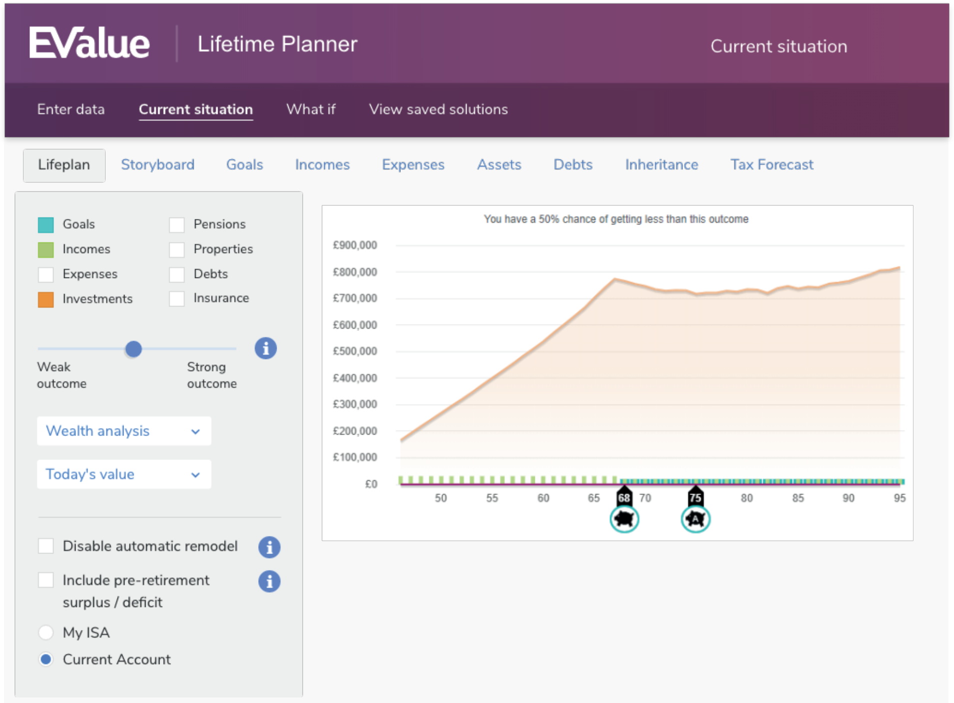
- Realistically forecasts how long after death or incapacity any dependants will be financially secure.
- Key factors in planning levels of cover such as debts, assets and existing cover are taken into account to give a full picture of the consumer's financial situation, to highlight protection solutions should the worst happen.



PLANNING & ADVICE TOOLS

RETIREMENT (PRE, AT & IN)

- Helps individuals to understand their choices at retirement, and the actions required to meet their desired income.
- Takes a holistic approach by including income from sources such as state benefits, existing pension schemes, continued employment and other investments.
- Presents a range of possible outcomes for the user to explore, before deciding on the best course of action.
- Takes account of the individual's personal tax position.



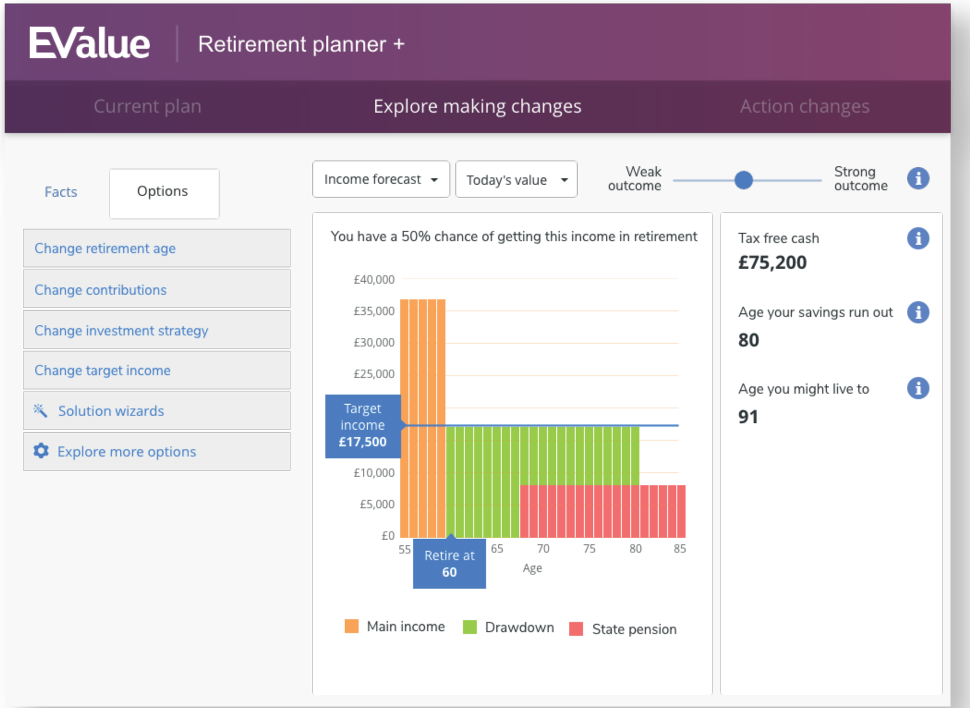
LIFETIME CASHFLOW

- Illustrates options and outcomes that help advisers and consumers to plan for even the most complex future.
- Includes unique charts, solution comparisons, shortfall analyses and storyboards that help to communicate the most likely outcomes to consumers.
- Insight produces an extensive range of 'what if?' scenarios including changing risk levels and prioritising goals. These can easily be saved as different solutions to present consumers with alternatives, and the implications of each option.

PLANNING & ADVICE TOOLS

DB TO DC ANALYSIS

- Enables employees aged 55 or over to consider transferring out of their DB pension with online access to advice.
- An engaging user interface allows employees to explore the options available to them, along with a quiz to test their knowledge.
- Provides a comprehensive analysis for companies that are migrating employees from DB schemes to alternative benefit structures.



PENSION CONSOLIDATION

- Enables individuals to consolidate various DC pension schemes into a single retirement pot.
- Compares features, funds and charges between new and old arrangements with risk reward optimisation available to enhance future returns.
- Forecasts the potential income consumers could receive at retirement from the consolidated pension, compared to their position before consolidation.

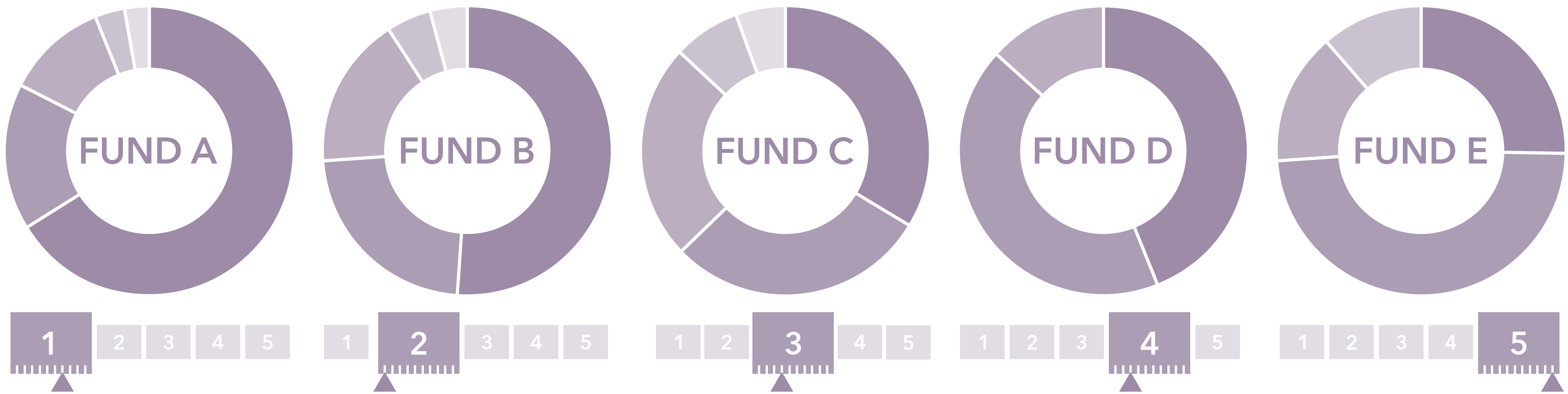
ASSET MODELLING

RISK RATING FUNDS

- Risk rate any individual fund, portfolio of funds, model portfolio or any other discretionary fund management, using a consistent and robust forward-looking perspective.
- Quarterly assessment report with the risk rating on multiple terms and risk categories.
- The assessed strategic asset allocations are made available to over 10,000 advisers via EValue's adviser planning tools.

PORTFOLIO OPTIMISATION

- Help multi-asset managers and discretionary fund managers to achieve best possible outcomes by optimising asset allocations and portfolios for the highest potential returns for any combination of risk or duration required.
- The optimisation process can be undertaken with a wide range of asset classes and funds with chosen constraints to achieve unique multi-asset fund solutions.
- The success of EValue's portfolio optimisation service has been independently assessed by Financial Express and Morningstar.



RISK SUITABILITY

RISK PROFILING

- An engaging, user-driven process to psychometrically measure consumer risk profiles for investment and income planning purposes.
- Illustration of the investment/decumulation journey to help consumers visualise risk and how they may feel about it.

PORTFOLIO ANALYSIS

- Analyse, build and optimise returns from a portfolio at a selected level of risk and investment time horizon.
- Choose from 160,000 UK and offshore funds. Users are able to view past performance and see where a portfolio sits on the efficient frontier.
- New funds can replace existing ones in the portfolio. The new portfolio can then be optimised for a selected risk level and time horizon.

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CASE STUDY

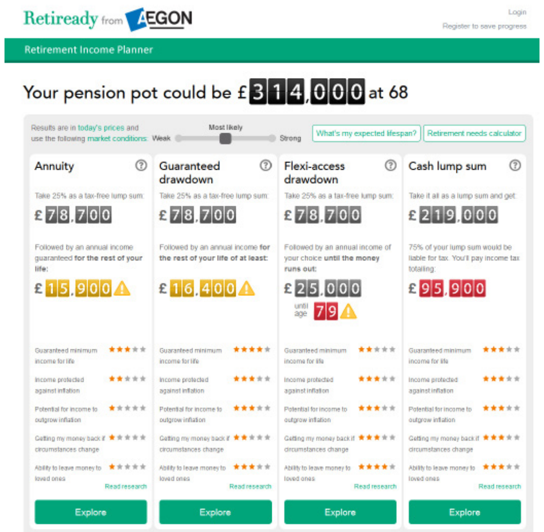
THE CHALLENGE

With the announcement of the pension freedom legislation in 2014 and a set deadline of April 6th 2015, Aegon needed to introduce a new planning element to their retirement planning proposition to enable customers to compare their new retirement choices.

THE SOLUTION

Aegon implemented a uniquely configured version of Pensions Freedom Planner. Specific to Aegon, this implementation modelled their Guaranteed Drawdown product.

EValue enabled Aegon to meet the Government's deadline and ensure that their retirement customers were able to compare the options available to them.



WHY EVALUE?

Garry Latimer, Head of UK Retail at Aegon commented, "With such a tight deadline to meet, we approached a number of technology providers who could support us in the delivery of an at-retirement modelling solution. EValue were the only provider capable of not only meeting the April 6th live date, but also able to realistically model our new Guaranteed Drawdown product.

We have a long standing relationship with EValue, dating back to 2007, when we first worked with them to provide a with profits transfer tool. We have been impressed with the depth and breadth of knowledge within the team and the ability for their solutions to cope with complexity in a clear and concise way.

Since going live with Pensions Freedom Planner in our proposition, we have seen 12,000 individuals assess the options."

Andrew Storey, Sales Director at EValue added, "The introduction of pension freedoms handed a great deal of responsibility to individual retirees to make informed decisions. The concern with this freedom was that consumers would be inclined to take their retirement pot as a cash lump sum, the so-called Lamborghini options. However, we were thrilled to see that with access to educational planning tools, and understanding the tax implications of this choice, only 14% showed a preference to taking the cash."

EValue

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CASE STUDY

MOO.LA

THE CHALLENGE

Moola, looking to create a robust and engaging Investment Platform, needed to explain the risk and reward associated with different forms of investments. Moola's key modelling requirement was for it to be in line with current regulation, and be assured that any future regulation would be addressed in a timely manner.

THE SOLUTION

Moola implemented EValue's Investment Forecast API, powered by the Insight Asset Model. This API ensures that realistic forecasts are generated for each Moola customer, showing a range of returns based on the underlying choice of funds.

WHY EVALUE?

Gemma Godfrey, CEO at Moola commented,
"At Moola, we're improving financial wellbeing. Employees with healthy finances are happier, more creative and less likely to leave. Moola helps staff achieve their financial goals, with guidance and flexibility. This enables employers to attract and retain the best people.

Moola introduced EValue's market leading Investment Forecast API to deliver high level real time projections. Ease of integration and rigorous academics make EValue an industry leading partner and a pleasure to work with.

We're proud to be in partnership with organisations, like EValue, that focus on offering the best services for customers and employees."

Chris Hudson, Development Director at EValue added,
"Increasingly, APIs are creating an entirely new way for businesses to access our Planning & Advice Engine.

This direct and easy access removes the necessity to code calculations directly into the user interface, and frees the client up to focus on building an engaging user journey for their customers.

Moola were one of the first clients to access the power of our Planning & Advice Engine via our API Portal. The API Portal enables development teams to access, test and implement our ever expanding range of APIs."

SOME OF THE CLIENTS WE WORK WITH

AEGON

AON Hewitt

architas

AVIVA

BARCLAYS

Bank of Ireland

BREWIN DOLPHIN

BUCK

Coutts CROWN DEPENDENCIES

FE BE BETTER INFORMED

F&C Investments

Fidelity INTERNATIONAL

GAM

HSBC

Investec

Irish Life

JMFinn&Co

LGT vestra

Legal & General

LLOYDS BANKING GROUP

MOOLA

M&G INVESTMENTS

Nationwide

NEW IRELAND ASSURANCE

Quilter Investors

Openwork

PRUDENTIAL

RBS The Royal Bank of Scotland

ROYAL LONDON

Santander

SEVEN Investment Management

Standard Life

The Telegraph

Willis Towers Watson

WESLEYAN we are all about you

ZURICH

APPROACH TO PARTNERSHIPS

EValue partners with other leading providers of financial technology and intelligence with whom we share a vision of creating end-to-end propositions that ensure consumers are making informed financial planning decisions.

The FE Invest team utilise our reliable methodology to set the long term strategic asset allocations for their DFM. In turn, EValue utilise FE's market leading data feed to provide risk suitability and forecasting calculations on investment funds.

Integrated with Intelligent Office, EValue's Adviser Planning solution is available to all Intelliflo's customers. This enables these advisers to create reliable and realistic personal recommendations for their clients.

We partnered with IRESS to provide our risk questionnaire within their back office system, XPlan. This integration ensures that IRESS's adviser clients access a robust risk suitability process.

We work with Willis Towers Watson to provide retirement planning solutions across the workplace, with varying levels of functionality and sophistication, subject to the employee's needs.

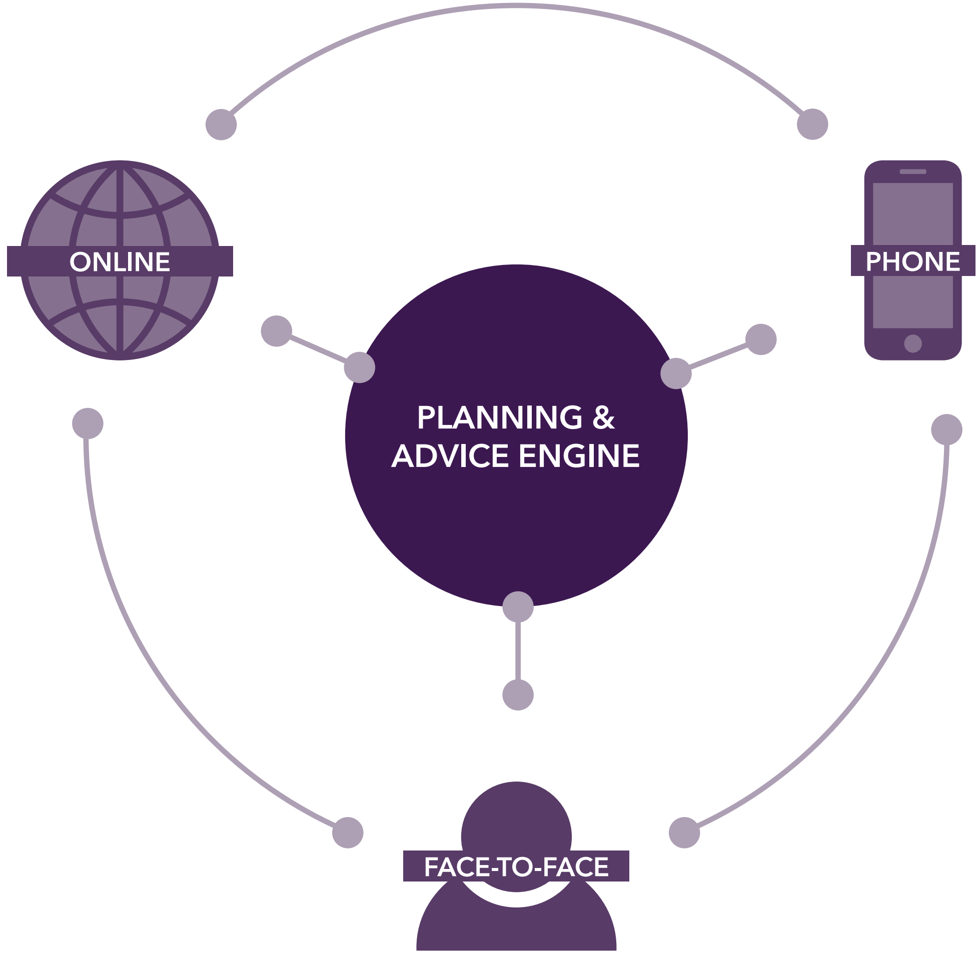
DELIVERY OF OUR PLANNING & ADVICE ENGINE

OMNI-CHANNEL APPROACH

With EValue's Planning & Advice Engine at the core of any business, you have the ability to deliver a true omni-channel proposition. This approach allows for consumers to efficiently transition between online, phone and face-to-face solutions with consistent forecasts and advice throughout.

MULTIPLE LEVELS OF ADVICE

PLANNING	GUIDANCE
	EXECUTION ONLY
ADVICE	ALGORITHM DRIVEN ADVICE
	HYBRID ADVICE
	FULL ADVICE



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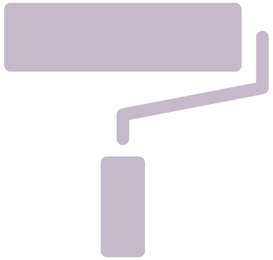
STANDARD PRODUCT

WHITE LABEL



White Label EValue's standard products, allowing you to deliver a robust and reliable solution while remaining on-brand.

ADVANTAGES

- Rapid speed to market
- Minimal development and testing requirement
- Consistent with your branding
- Easy to maintain

CONFIGURED

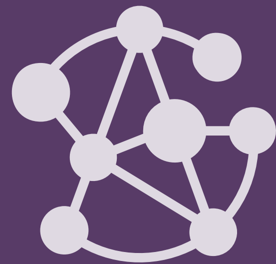
Make changes to EValue's standard products to produce a solution that is tailored to your individual requirements.

ADVANTAGES

- Define specific requirements whilst benefiting from a standard product
- Customised feel without the delay of a bespoke build
- Flexible products enable easy delivery and maintenance

BESPOKE PRODUCT

API ACCESS

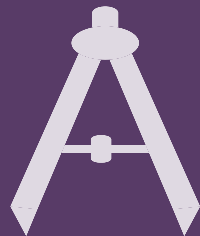


Develop a proposition unique to your organisation, underpinned by EValue's Planning & Advice engine via the API Portal.

ADVANTAGES

- Full control over the user interface and journey
- Removes the need to sustain calculations on your website
- Simple and easy to implement directly from our API Portal

COMPLETELY BESPOKE



Work with the experts at EValue to design, develop and deliver an engaging, robust and reliable proposition.

ADVANTAGES

- Work with our experts to develop your perfect solution
- Access our services team, covering all elements of delivery
- Parameterisation results in lower ongoing maintenance

INSIGHT ASSET TEAM

EValue's Insight Asset team has over 20 years of experience in building economic scenario generators to forecast investment markets and to create optimised risk adjusted asset allocations.

Our continued success is the result of ongoing development from a highly skilled and dedicated team whose expertise has been independently assessed by leading investment ratings and research agencies, FE and Morningstar.

ROBUST & RELIABLE

Through the work of the Insight Asset Team, the Insight model has successfully navigated a number of unexpected events that had significant impacts on financial outlooks, including the DotCom Crash, 2008 Credit Crunch and the Brexit Aftermath.

To ensure our clients are delivering optimum levels of return on their asset allocations, we conduct quarterly updates that take into account any changes in the markets.

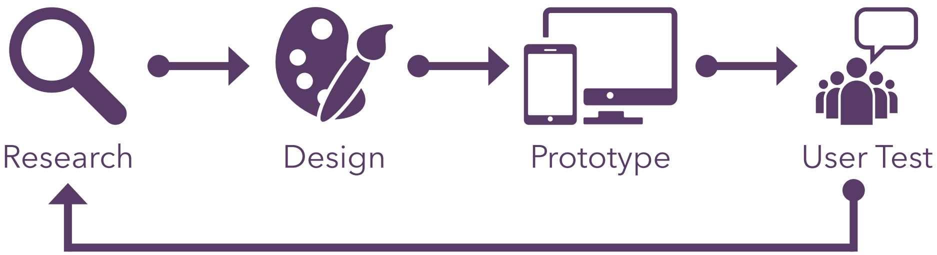
The Insight Asset Model is designed to cope with various global markets, specifically we currently model in Pound, US Dollar, Euro and Yen.

Modelled portfolio and their underlying assets can be optimised for both level of risk and duration of investment, as well as taking into account whether the investment is for income or capital growth.

USER EXPERIENCE TEAM

EValue's UX team research, design, prototype and user test financial planning solutions. Combining years of experience with UI principles, psychological concepts and advances in technology.

UX APPROACH



UX GOALS

ENGAGE **INSPIRE** **EDUCATE**

In addition to designing EValue products that can be branded by clients, our UX experts work collaboratively with our clients and, where appropriate, their partners, to create a bespoke user journey for their proposition.

DELIVERY TEAMS

CONFIGURATION & QA

EValue's QA team configure and test all our solutions to the criteria specified. The team's configuration specialists will ensure the implemented solution meets your specific requirements, is fully functional, accessible and is compatible across agreed devices and browsers. The team's actuaries ensure that all calculations and forecasts delivered are reliable and accurate.

EXPERT PROJECT MANAGEMENT

Once your solution is specified, we will assign an EValue Project Manager who will create, in consultation with your team, a Project Initiation Document which describes the project process, scope, activities, milestones and key dependencies. Typically, our Project Manager will support you throughout your project with regular calls and project progress reports, handling all of your questions and facilitating the necessary activities to ensure the project's success.

ONGOING DEDICATED SUPPORT

EValue has a dedicated Service Team in place to deal with any support requests you may have regarding your solution. The team follow an ITIL based process to ensure we resolve any issues as expeditiously as possible. We provide a clear, dedicated point of contact with a transparent process in place for you to follow. We keep you regularly informed of the status and progress of your request or issue and will always endeavour to minimise any potential business impact.

DELIVERY TEAMS

INFRASTRUCTURE

EValue's Infrastructure team are a multi-skilled DevOps team who maintain and support EValue's hosting, and development environments. Experts in Development and Infrastructure technologies, they ensure the environment is highly resilient, ultra-secure, and enables EValue's applications to perform at their best. They monitor the environment and respond to any issue or outage 24/7 to ensure the service meets or exceeds our SLA 's to clients. They also work with EValue's clients to facilitate integration, single sign-on and to provide advice and guidance on using EValue technologies.

DEVELOPMENT

EValue's development team devise all EValue's products using an agile SCRUM methodology to meet internal core development schedules and often aggressive client deadlines for customised deliverables. By utilising a combination of test driven and behavioural driven development, they ensure EValue's core systems are robust, secure, efficient and scalable to meet the needs of our clients.

APPLICATION ARCHITECTURE

EValue's architecture has been designed to allow us to create tools for both advisers and consumers.

Our code is extremely flexible and can be deployed as an application, web application or as an app. EValue can also be deployed as a turn-key solution, allowing its interface to present layers written in a number of languages. As an app, the EValue back end can be accessed locally, without a database and accessed through standard coding.

We take security very seriously and ensure the application is written and coded to best industry standards. The system is developed using the Open Web Application Security Project (OWASP) top ten methodology. The system is regularly penetration tested to test the application security.

ULTRA SECURE HOSTING

Increasing volumes of data, more complex applications and constant day to day security threats have resulted in many of our clients seeking to outsource their hosting solutions to specialised data centres.

Our hosting services have been developed from the outset with security in mind and are fully managed and supported in a military grade facility. This facility provides sophisticated monitoring systems, back up facilities, database servers and high level security systems.

The Bunker provides the infrastructure, consisting of hardware, network and monitoring, which includes access to the web, web servers, firewalls, back up facilities, database servers, security and application servers.

EValue

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IMPLEMENT EVALUE

CONTACT US

If you would like to discuss how EValue's Planning & Advice Engine could help your business manage risk, reduce costs and grow revenue, contact us today!

contact@ev.uk

01635 881180

Keep up-to-date with our latest thinking by connecting with @EValueUK on social media.

We have continually been impressed with the depth and breadth of knowledge within the team and the ability for their solutions to cope with complexity in a clear and concise way.

Garry Latimer, Head of Retail, Aegon UK

We're proud to be in partnership with organisations, like EValue, that focus on offering the best services for customers and employees.

Gemma Godfrey, CEO, Moola

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