

News Release

Schroders Personal Wealth launches 'Wealth is Personal' campaign

13 November 2019

- **Schroders Personal Wealth is launching its 'Wealth is Personal' campaign to challenge people's perception of financial planning with the aim of helping to bring this to more people in the UK**
- **New research shows that one in ten are not planning for their financial future, despite thinking about money multiple times a day**
- **Over a quarter (26%) would feel uncomfortable seeing a financial adviser and 21% would rather visit a dentist than speak to one**

Schroders Personal Wealth has launched its "Wealth is Personal" campaign to challenge people's perception of financial planning with the aim of helping to bring this to more people in the UK.

The need for financial advice has never been greater. Not only are people living for longer and looking to get more out of their retirement, changes such as pension freedoms means people increasingly have to take more responsibility for their own financial future. This means more people than ever need help as they plan for their futures.

To address this growing need Schroders Personal Wealth aims to be a top three UK financial planning business within five years, with the purpose to help more people across the UK benefit from financial advice, where required*.

Peter Hetherington, CEO at Schroders Personal Wealth commented:

"We believe that professional financial advice helps generate value. Through personal financial plans, we aim to make a positive difference to the lives of our clients and their families.

The campaign is designed to challenge people's perceptions about speaking to an adviser, to help us bring it to more people in the UK and to empower conversations with our clients.

We want to make financial planning more accessible and bring it to more people in the UK."

New research shows that people constantly think about money, but some still don't always plan for financial future

New research undertaken by Schroders Personal Wealth shows that people think about money multiple times a day, but when it comes to planning their financial future, one in ten admits they still aren't doing this according to a new survey.

The research, undertaken by Schroders Personal Wealth, shows that 62% of people think about money every day, whilst 43% say they think about it multiple times a day. Furthermore, six in ten (62%) admit to arguing with their spouse or partner about money at some point every month.

However, despite it weighing heavily on people's minds and having an impact on everyday life, one in ten (13%) of those surveyed say they never plan for their financial future. In fact, over a quarter (26%) of those surveyed say they would feel uncomfortable seeing a financial adviser and 21% would rather visit a dentist than speak to one.

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*Eligibility criteria and fees apply

Note to Editors:

Schroders Personal Wealth is a newly established company backed by Lloyds Banking Group plc and Schroders plc. This partnership combines over 400 years of expertise from two leading British companies - one from investment management and one from banking - partnering to bring financial planning services to more people in the UK. For more information visit <https://www.schroderspersonalwealth.co.uk/>

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About the research:

In October 2019, Schroders Personal Wealth commissioned an independent online survey with CitizenMe of 1,000 people aged 18-65 to capture their thoughts and attitudes to financial planning.