

# Standard Life and Phoenix Group partnership

## What it means for you and your clients

The purchase of Standard Life Assurance Limited by the Phoenix Group is now complete. There is no change in how we do business with you. Our brand, our values and our ambition to deliver great outcomes for you and your customers remain.

We're proud of our past and maintain strong links with our former parent company Standard Life Aberdeen. They own a 19.99% share in Phoenix and two of their representatives sit on the Phoenix board.

We're confident and optimistic about our future in Ireland. We're looking forward to working with you to build better futures for our customers. Here you'll find information on what our new ownership means for you and your customers.

### New business

All of our strategic plans remain in place, we are open to new business and remain committed to our existing plans for the market.

### Brand

There will be no change to the Standard Life brand. Both Phoenix Group and Standard Life recognise the strength of the Standard Life brand. We will continue to present ourselves as Standard Life to you and your clients. We will market our propositions as Standard Life, answer the phone as Standard Life and you and your clients will continue to have the same experience of the Standard Life brand as you have today.

### Relationship management

Your key contacts will continue to support you to deliver great outcomes and experiences for you and your clients. We will continue to support you so that you can spend your time adding value to your clients.

### Administration and servicing

We know you value the service our people provide to you and your clients and it's important to us that this level of service continues. You and your clients will continue to be supported by the same Standard Life people and will continue to receive the same high standards of customer service.

### Products

You and your clients will continue to benefit from existing products, investments, propositions, technology and processes. We'll continue to apply adviser and customer insight to our proposition development process.

### Investment solutions

We will continue to roll out investment solutions that set us apart from our competition. Aberdeen Standard Investments are our primary long-term asset management partner for investment solutions.

### Technology

We remain committed to our plans to develop and improve our technology platform. We will make further enhancements to our digital platform, continuing our improvements to Client View and we will release Focus Solutions CRM. All of this makes it easier for you to do business with Standard Life and ultimately with your own customers.

### European headquarters

In preparation for Brexit, we're proud that Dublin has been chosen as the European headquarters for Standard Life. We remain committed to these plans, and they continue to progress well.

### Looking to the future

Standard Life in Ireland will be a platform for growth for the enlarged Phoenix Group. The acquisition is a significant change for Phoenix - it almost doubles their customer base from 5.6 million policy holders to over 10 million, and increases their life company assets from £74 billion to £240 billion. The story of Standard Life stretches over 193 years, and this proposed partnership marks our latest chapter. The purpose of Standard Life has not changed; our values stay the same. We remain committed to you and to your clients.