



nucleus<sup>o</sup>

nucleus | JAMES HAY  
PARTNERSHIP

Welcome  
to Nucleus

For advisers

# We help make retirement more rewarding

Nucleus Financial Platforms is one of the leading investment platform groups in the UK, formed in August 2021 by the merger of James Hay Partnership and Nucleus Financial plc.

We have an overarching commitment to exclusively support advisers. Our scale and profitability are enabling us to invest in products, price and service. This will ensure our platforms meet the needs of advisers, helping them make their clients' retirement more rewarding.



# Better together

Nucleus Wrap was developed by a group of advisers who wanted to create a platform that put their clients first, gave them greater control over client outcomes, and provided better value.

Meanwhile, James Hay Partnership was one of the first SIPP providers in the UK, providing the means to administer pensions, savings and investments in a cost and tax efficient way, while challenging industry norms from the outset.

## Reassurance for you and your clients:

- 40 years of retirement expertise and a digital-led approach to platforms
- A secure, well-capitalised and consistently profitable platform-only business
- Supportive shareholders, committed to the long-term development of the business
- Scale that enables us to invest in our products, the service we provide and the price your clients pay
- A management team with an unrivalled depth of experience in platforms and the advisory market
- Independence from any wealth manager, insurance provider, fund manager or DFM
- No direct or D2C distractions as we exclusively support UK financial advisers

**We're now trusted  
by more than 160,000  
customers to look  
after £44bn of  
their pensions and  
investment savings**

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(as at Q2 2023, the lang cat  
Platform Market Scorecard)



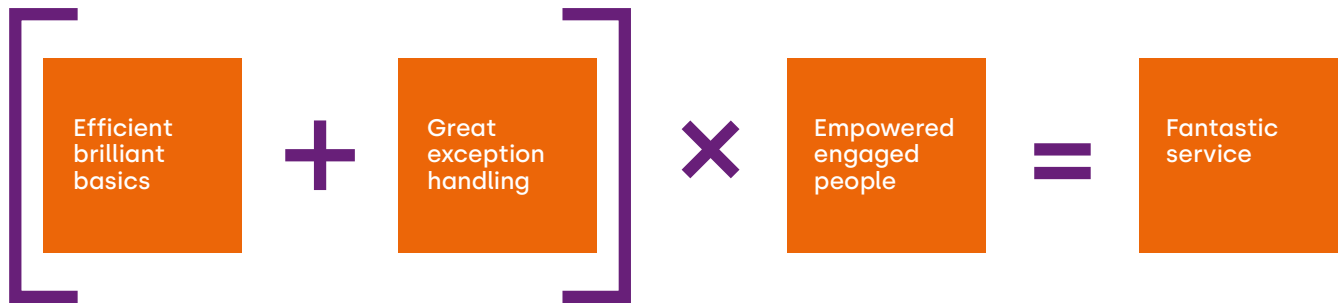
# Your priorities

- Service
- Partnership
- Commercials
- Proposition
- ...and Consumer Duty



# Service

How we support you and your clients.



- Help create capacity
- De-risk your business
- Grow in partnership

It's our business to understand you and your priorities. Our relationship manager works closely with you so we better understand how we can add value.

**We design our solutions based on your needs.**

**We will:**

- Take a flexible approach to problem solving
- Seek to continually improve our service
- Ensure our offering meets your needs and expectations.

# Partnership

Strategic partnerships with our clients have helped both us and them grow in recent years.



Our aim is to establish and maintain an effective and efficient working partnership with you that maximises business potential for both parties.

We want to support your business by providing not only our core services but also help in other key areas, such as...



## Consultancy

Our specialist team of consultants are on hand to gain a deep understanding of your business model, which will inform the structure of your tailored onboarding programme. We'll identify where mutual efficiencies can be gained and implement them through a carefully considered delivery and training programme.



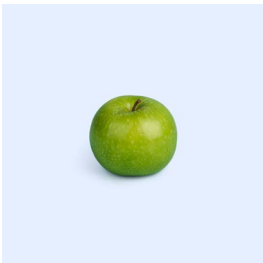
## Technical support

Changes to legislation are frequent and increasingly complex. We can help you interpret these and assess the impact on clients. Access to our in-house technical specialists ensures you're equipped with the latest information on pensions, tax and trust legislation. Our [Illuminate](#) programme provides access to an extensive range of resources and live events.



## Migration tools and support

Our migration tools and dedicated support programme address the complexity of bulk asset migrations and platform transitions, ensuring that the integrity of your advice process and client segmentation is maintained throughout.



## Our service commitment

We understand how important our service is to both you and your clients, so we're proactive in doing what we can to help you. For example, you'll receive clear information about how long you can expect key servicing processes to take, so you can manage your clients' expectations.

We regularly seek adviser feedback and shape our service to meet your needs.



We've brought together the benefits of a leading SIPP provider with the technology expertise of a full platform. By combining the strengths of James Hay and Nucleus, we offer advisers a broad suite of products, which cater for a wide range of client type and requirements.

Consumer Duty has set out clear rules, making the alignment of target markets a critical process for all distributors. Here we highlight how our propositions meet different needs:



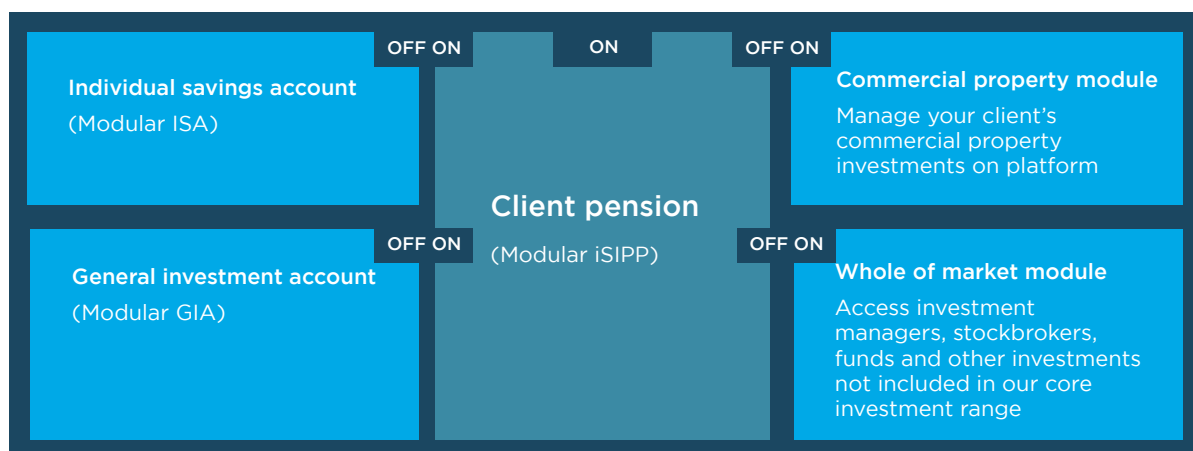


## Proposition

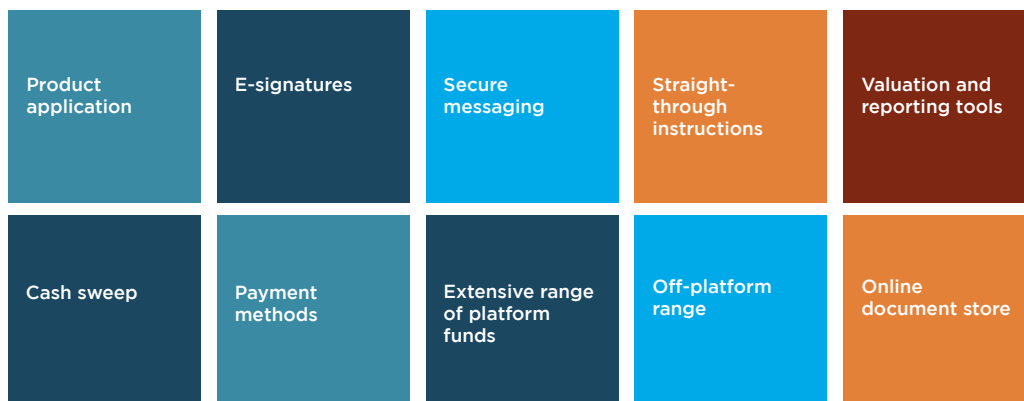
The Modular iPlan brings together pensions, savings and investments in one secure place, with our market-leading SIPP at its core.

James Hay products are primarily designed for investors who:

- are advised
- require on or off platform management, or specialist investments.



## Key features

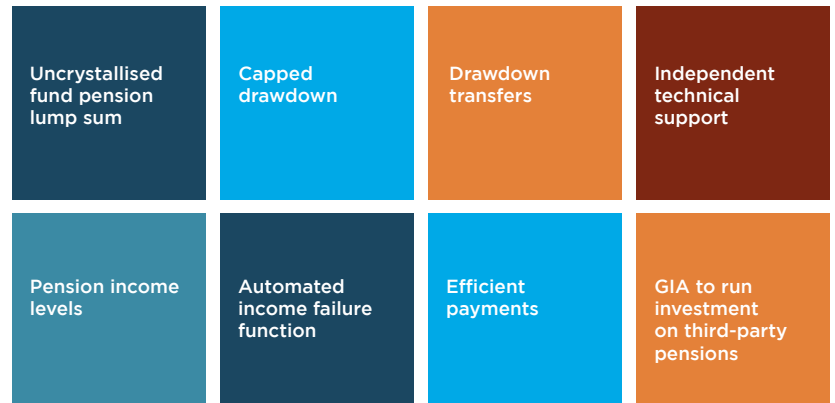


- Online application and DocuSign capability for client affirmation help optimise processing time
- E-signature capability can be approved via your selected back-office solution to support effective online processing
- Secure messaging provides a paperless solution for multiple key processes and ensures a response to your general queries within 24 hours
- Straight-through instructions allow you to place Investment Centre trades, move funds to and from your client's Investment Manager, change client income levels, and notify us of changes to personal circumstances
- Access to up-to-date valuations, cross-client reports and other useful data help you stay in control

- Cash sweep functionality enables automatic movement of funds to maximise value. Cash to be retained can also be set in line with client requirements
- Payment methods include direct debit and ad-hoc bank transfer options
- A wide range of investment choice, via access to over 3,700 collective investment funds (with no minimum investment levels and no fund initial charges)
- Next-day fund switching service allows flexibility
- Access to DFM model portfolios and the ability to create and manage adviser model portfolios
- A full range of off-platform assets with a streamlined process to open new accounts minimises the administrative burden
- All key documents and correspondence are conveniently available to view online 24/7

## Drawdown functionality

- Control changes to your clients' pension income level online
- Triggered by receipt of disinvested funds, income payments will be reattempted at any point between the first day of the month and ten working days from month end, to minimise frustration
- Withdrawals are sent by Faster Payments or CHAPS to ensure funds are received quickly
- General Investment Accounts accommodate investment in third-party pensions



Drawdown options

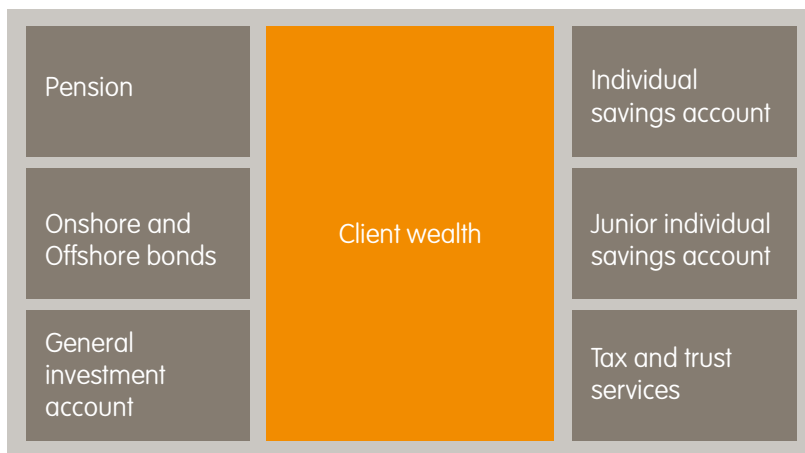


## Proposition

Nucleus Wrap puts client wealth at the heart of the process. This fully independent, open architecture platform offers a wide range of tax wrappers and over 6,500 assets. Nucleus Wrap is particularly suitable for clients who:

- are advised
- need to access a wide range of investments, including direct equities.





## Key features

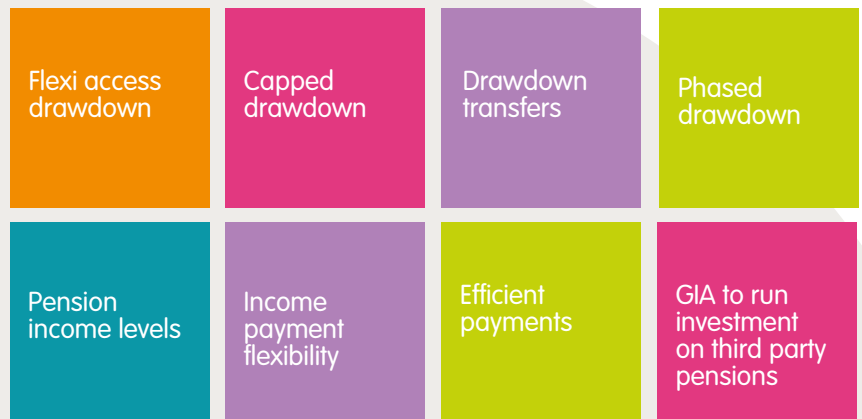
- Online application capability, including an option for client affirmation of fees via Nucleus Go
- E-signature capability can be approved via your selected back-office solution to support effective online processing
- Secure messaging offers a paperless solution for multiple key processes and ensures a response to your general queries within 24 hours
- Straight-through instructions allow you to place trades, change client income levels, and notify us of changes to personal circumstances
- Comprehensive suite of options including Narrate and Narrate CG
- Set the value, frequency, date and investment destination to reduce investment risk in a volatile market



- Over 6,000 collective investment funds, with trade-on-trade functionality which stacks trades for settlement
- Adviser and DFM model portfolios with rebalancing tools and over 50 DFMs. Portfolios can be benchmarked on Narrate
- All key documents and correspondence available to view online 24/7 - and for clients via Nucleus Go

## Drawdown functionality

- Control changes to your clients' pension income level online
- Flexibility to change income payment date
- Withdrawals made by Faster Payments or CHAPS to ensure funds received quickly
- General Investment Accounts accommodate investment in third-party pensions - the platform can be used to run investment strategy within pensions not held with Nucleus via our GIA flexibility



Drawdown options

# Commercials

Since bringing together James Hay and Nucleus, we've identified the benefits that being part of a larger platform group can bring. Having scale creates profitability, and profits can be invested in our platforms, in the service we provide and in reducing the price your clients pay.

Over the past year we've reduced the platform charge on investments through Nucleus Wrap, and removed exit charges for customers leaving James Hay products (with the exception of property transfers). The combined group has also invested £4.5m in improving service and £12.6m in technology and transformation so we can better support advisers.

Our ambition is to consistently provide better value to all our customers, and to have an approach that keeps pricing simple, transparent, and fair.

We're in the early stages of our journey, with further pricing improvements planned across both platforms.



# Consumer Duty

We regard the new Consumer Duty as not only a welcome statement of intent from the FCA, but also an opportunity for the industry to demonstrate that it has consumers' best interests at heart and so help make retirement more rewarding.

To that end we have a major programme of activity in place to ensure we continue to embed the spirit and the letter of the new regulations across our businesses.

## Working with you

As the people closest to the end client, we recognise that the expectation in the Duty also puts considerable pressure on you. As a provider that believes in true partnership, we aim to help you fulfil your requirements in the following ways:

- Ensuring we meet our own obligations so you can have confidence in us
- Working with user groups and individual firms to understand your data requirements so we can provide these to you – the right information, when and where you need it
- Publishing analysis and sharing insights from the planning community on our [Illuminate](#) hub



[Visit our Consumer Duty hub](#)



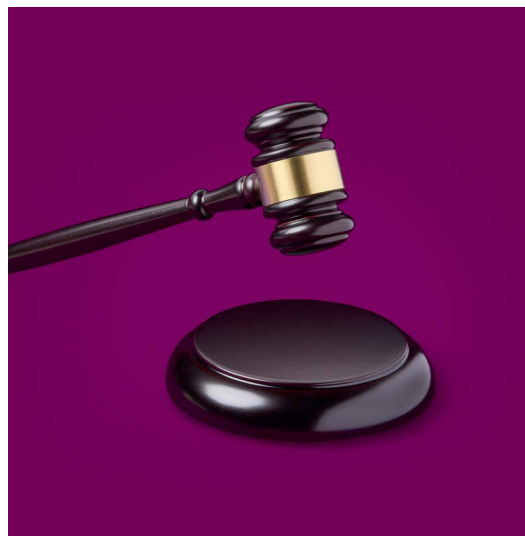
# Governance

Experience has shown us that regular dialogue with adviser firms and analysis of our performance against your priorities delivers the best results.

We offer a tailored governance framework that ultimately helps reduce risk for your business and optimise your client experience.

The approach we've developed for adviser firms that use our platform extensively includes:

- a steering committee to enable us to align our respective business strategies
- regular meetings between key stakeholders to discuss how we're doing and any specific help you need
- direct consultancy support
- providing valuable management information
- assistance in navigating the impact of tax, pension and trust legislation changes.



Let's talk about tailoring a governance framework for your business.

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# Discovery

In partnering with us we offer three options:

## Transactional support

Our entry-level partnership model available to all new advisers

- Protect all new business cases
- Locate, vet and engage
- Oversee step by step
- Track and feedback success

## Pilot

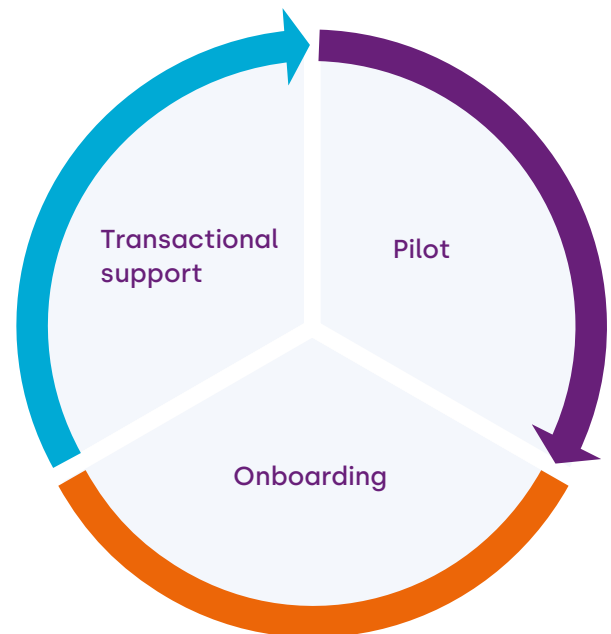
An expansion of transactional support, includes additional service support and training

- Expanded service support
- Proactively drive experience and engagement
- Access to expert technical support and training
- Maximum oversight and controls

## Onboarding

A full partnership model, providing company-wide onboarding support, comprehensive governance and a truly bespoke package

- Professional services
- Governance framework
- Integration to embed proposition
- Tailored offering that delivers added value



# Supported transfer service

We help make asset migrations and platform transitions simple and efficient, and minimise compliance hotspots.

Our migration tools and support programme ensure that your advice process and client segmentation proposition are in sharp focus throughout.

- A tailored consolidation solution delivered through scalable migration tools and services
- Consultancy services to understand and design the tailored solution including project management and outsourced paraplanning solutions
- Thorough data review, including cleansing, gap analysis, and information gathering processes, build a highly reliable data migration set
- Client and book level analysis to decipher, document and report cost and feature benefits for your clients
- Co-ordination of client communications, literature production and governance to control timelines, deliverables and accountability, including dashboards
- Centrally managed bulk transfer processes with direct liaison and tracking with ceding providers, wealth managers and custodians
- Dedicated migration team to ensure smooth client onboarding, who assist with follow up for increased success rates and post-sales service support
- Strategic Partnership Plan introduced to set mutual business understanding and expectations with structured alignment for all stakeholders

We can deliver a strategic partnership designed for your business, that:

- Drives success through collaboration
- Compliments your business objectives
- Supports your business challenges
- Removes cost and overheads
- De-risks and enhances controls
- Builds valued services

If you'd like to find out more about what we can do for your business, contact your [regional business development team](#).







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