



PRESS RELEASE
21 June 2006

INTRINSIC LAUNCHES WITH 300 ADVISERS

- **Intrinsic predicts multi ties will become the dominant force in the advice market.**
- **Industry investors pledge £millions to back new multi-tie business.**
- **Offering one of the widest choice of products and providers of any multi tie distributor.**

Kevin Ronaldson, Chief Executive of Intrinsic Financial Services, today announces the formal launch of one of the best funded and fastest growing start ups in the distribution market.

Kevin Ronaldson says: “With the launch of Intrinsic we have created a compelling multi tie advice proposition for today’s increasingly sophisticated and complex financial world. We believe multi ties will become the dominant force in the advice market and Intrinsic will be at the forefront of these exciting developments.

Lord Leitch, Chairman of Intrinsic says: “The essence of Intrinsic is quality – it is the golden thread running through everything we do. It will be the key to our success.”

Lord Leitch continues: “Intrinsic’s talented management team combines one of the best track records in financial services with a determination and focus second to none. We will work with our advisers to build productive and profitable relationships, creating an advice based distribution model that places the consumer at the heart of the Intrinsic proposition.”



NOTES FOR EDITORS

Intrinsic provides professional advice through its own appointed representatives, on a wide range of products and services from some of the UK's market leaders including life, pensions, investment, general insurance and mortgages. At the heart of the Intrinsic proposition is a 21st Century easy to use and fully Integrated point of sale system designed by N4 Solutions.

Intrinsic Financial Services was established by Lord Leitch, the former global CEO of Zurich Financial Services life businesses. The venture has the financial backing of some of the leading names in the financial services industry - Friends Provident, HBOS and South African insurer Sanlam.

Lord Leitch has been joined by former industry colleagues; Kevin Ronaldson; David Capel; Wallace Dobbin; Richard Freeman and George Higginson.