

1 November 2022**M&G appoints Ross Liston as CEO of Wealth Advice arm**

- **Liston to join M&G Wealth from Sesame Bankhall Group**
- **Campbell Stanners to also join as new Business Development Director**
- **Both start M&G Wealth on 1 February 2023**

M&G Wealth has appointed Ross Liston as CEO of M&G Wealth Advice. Liston joins from Sesame Bankhall Group (SBG) where he was latterly interim CEO. The appointment is subject to regulatory approval.

Liston has a distinguished reputation as an inspiring and experienced distribution and business development leader with over 30-years of experience in UK financial services. At SBG, Liston was responsible for driving the strategic and operational performance of the Group and the development and implementation of its business strategy, relationship management and client engagement across all its brands, home to over 10,500 advisers. Prior to SBG, Liston had a long and successful career at Standard Life Aberdeen, latterly as Head of Advisory Relationships, responsible for leading its UK distribution teams and establishing the company's position as a market leader in pensions, platform, and investment sectors.

At M&G Wealth Liston will lead the company's advice arm comprising direct, restricted and independent services. M&G Wealth has made no secret of its desire to expand its advice services, to complement its delivery to the independent advice market, with a stated ambition to double its number of advisers over the next 4-to-5 years. Over the last year M&G has acquired the independent financial advice firms Sandringham Partners and Continuum, the latter subject to regulatory approval.

Liston will be joined at M&G Wealth Advice by Campbell Stanners also from SBG, where he was Advisory Relationship Director for their Mortgage Club, Premier Mortgage Services and Bankhall. Stanners will take on the role of Business Development Director at M&G Wealth Advice.

David Montgomery, Managing Director, M&G Wealth, said:

"We have ambitious plans driven by our desire to give as many people access to advice services and investment solutions that suit their circumstances and requirements. This is our primary focus.

"Ross is widely respected for helping organisations innovate, thrive, and grow.

“We are increasing the number of our own advisers and over the last 2-years we have been fortunate to speak to many businesses and some of the industry’s leading talent who share our drive and vision and are attracted by the strength and capabilities we offer.

“We are delighted to welcome both Ross and Campbell to M&G Wealth. They have an infectious passion for success and significant track records in building businesses, inspiring colleagues and delivering outstanding outcomes for clients.”

Ross Liston said:

“It’s an exciting time to be joining M&G given its ambitions and commitment to the growing wealth market. The group’s vision for the business is dynamic and bold, and I’m delighted to have the opportunity to lead and shape the Wealth Advice business, building on its current quality offering.

“I firmly believe that we are about to enter a golden age for advice. We can play an important role in this, through our market-leading offering, digital innovation, and strong customer relationships. I’m hugely looking forward to joining the leadership team at M&G and playing my part in leading the change over the coming years”.

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Notes to Editors

About M&G Wealth

M&G Wealth is part of M&G plc. It has 4 main parts, M&G Wealth Advice, M&G Wealth Platform, M&G Wealth Investments and a retail investment funds business, M&G Direct.

M&G Wealth launched a HYBRID advice business - ‘MAP your future’ - in late 2021, initially to a part of its existing customer base, where clients, often with modest wealth and a simpler set of financial needs, are able to get access to the advice that they currently find difficult to obtain – either because of the costs involved or the commercials commonly associated with an advice business (making it impractical to offer services to lower sums invested).

At the start of 2022 M&G plc also completed the acquisition of Sandringham Partners – an independent financial advice arm of M&G Wealth.

M&G plc is a company incorporated and with its principal place of business in England, and its affiliated companies constitute a leading savings and investments business. M&G plc is the direct parent company of The Prudential Assurance Company Limited. The Prudential Assurance Company Limited is not affiliated in any manner with Prudential Financial, Inc, a company whose principal place of business is in the United States of America or Prudential plc, an international group incorporated in the United Kingdom.

In January 2022 M&G plc announced a partnership agreement with Moneyfarm, a leading digital investment specialist, to provide direct investment services to UK consumers. M&G Wealth will use Moneyfarm's existing technology, digital capabilities, and investment guidance journeys to back its own branded proposition.

In February 2022 M&G plc acquired TCF Investments to provide model portfolio services (MPS) and in April 2022 added a new range of six model portfolios focused on investing globally and incorporating ESG factors in its investment process.

In August 2022 month M&G announced that it was taking an initial 49.9% stake in National IFA Continuum Financial Services with a scheduled agreement in place to acquire the remainder over the following 2 years.

M&G Wealth has assets under management and administration of £81 billion.