



PRUDENTIAL FINANCIAL PLANNING PROPOSES STRUCTURAL CHANGES TO MEET GROWING NEED FOR DIGITAL AND HUMAN FINANCIAL PLANNING ADVICE

LONDON – 15 September 2020 - Prudential Financial Planning, the restricted advice business owned by M&G plc, has today informed colleagues that it plans to deliver face-to-face advice to individual retail customers solely through its self-employed advice business, The Advice Partnership (TAP), from 2021 onwards.

M&G will also be building digitally supported, lower cost advice journeys for customers, over the next two years. In due course, this will allow M&G to extend the reach of its advice proposition to multiple thousands of customers in its existing heritage business.

This decision comes against a backdrop of growing customer demand for advice in general and digital capability in particular.

As a result of this proposed change, the 250 advisers employed by Prudential Financial Planning have been placed at risk of redundancy.

At the same time, 150 new self-employed opportunities are being created in TAP. In addition to the role reductions among advisers, a further number of support roles will be placed at risk, which is likely to lead to around 55 redundancies.

This announcement is part of the delivery of the ambitious transformation agenda in M&G and in line with the company's strategy for sustainable growth.

Individual customers will continue to receive the advice and service they value. All TAP advisers are highly qualified, experienced practitioners who meet PFP's stringent selection criteria.

Since M&G launched TAP last year with 25 founding partners, it has grown to 70 advisers today. This announcement marks the next stage of its growth and it is expected that TAP will have 220 self-employed advisers by Spring 2021.

David Macmillan, Chief Customer and Distribution Officer, M&G plc said:

“There continues to be a growing demand for financial advice among UK savers, but how that advice is being accessed continues to change at pace. We have to adapt to meet those needs. By combining the best of digital innovation, with the valuable personal relationships in TAP, we are strongly positioned to deliver excellent support across the range of channels which our customers increasingly expect.”

Macmillan added: “This move means that PFP will provide low-cost, digitally-supported advice that continues to deliver the right outcome for customers.

“For those with more complex needs, TAP will give them access to a growing financial planning and wealth management business. Continuing to offer customers different ways to access our products, with the right level of advice, at a price that is competitive is a central component of our strategy for personal customers in the UK.”

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