

NS&I - creating a closer bond with financial advisers

Andy Kirby - Co - Founder Adviser Home

John Lappin - Journalist & Consultant (Event Chairman)

Andrew Pike - Head of Intermediary Relationships at NS&I



The unique NS&I - Premium Bonds, Green Savings Bonds & creating a closer bond with financial advisers

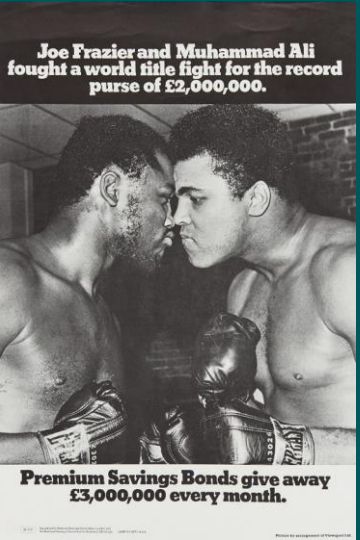
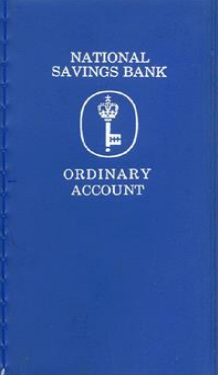
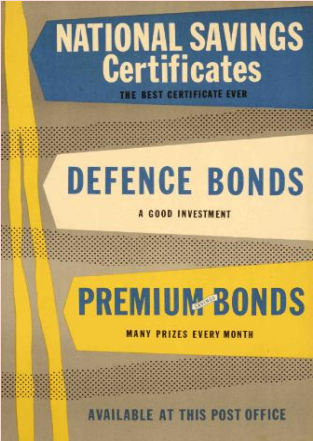
Andrew Pike, Head of Intermediary Relationships at NS&I

Learning objectives

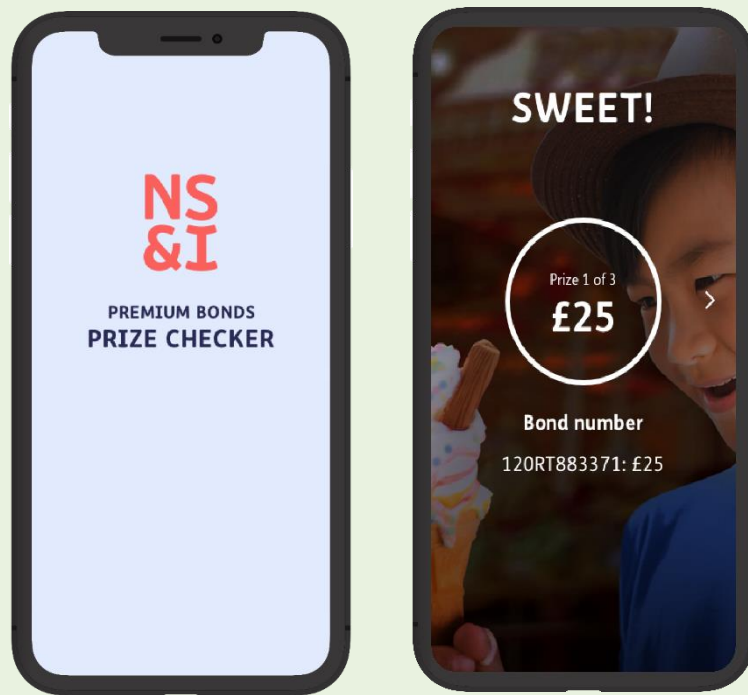
- To understand NS&I's unique position in the advice market and why this is relevant to you and your clients
- To be able to distinguish Premium Bonds fact from fiction, while also being able to describe the key benefits NS&I products can have for your clients' financial plan
- To find out about the Green Savings Bonds product
- To recognise how NS&I's new online service can benefit your firm and be able to register using our five easy steps



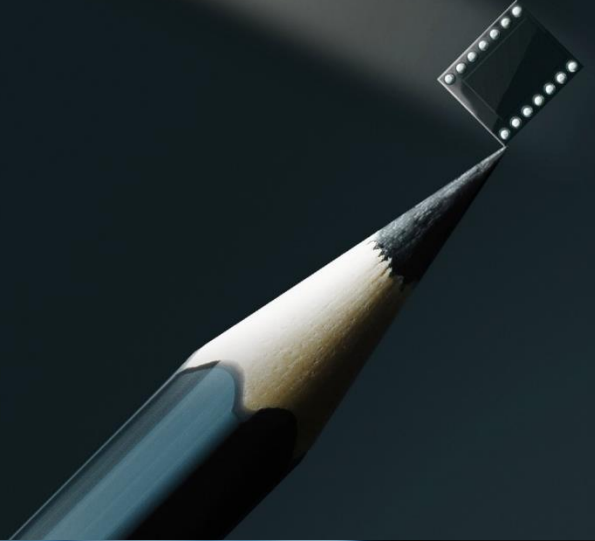
We are proud of our
heritage and
history



The modern NS&I



ERNIE 5



**Over 1,000 firms have registered,
shouldn't you dive in too?**

With many clients invested in NS&I, a record number of financial advice firms are signing up to our dedicated online service. To ensure you and your client relationships can also benefit from the service, isn't it time your firm joined us too?

Registering for our service allows your firm faster and easier access to key information online, including current NS&I holdings, past transactions, Premium Bonds prize history, fixed-term account valuations, and copies of communications sent to clients.

Find out more at nsandi-adviser.com

**NS
&I**



**ASK
ALEXA**

to check your
Premium Bonds
for prizes



Who we are

An Executive Agency
of the Chancellor of
the Exchequer

Over 24m customers with
over £200bn invested

Money invested in NS&I is
used towards government
spending





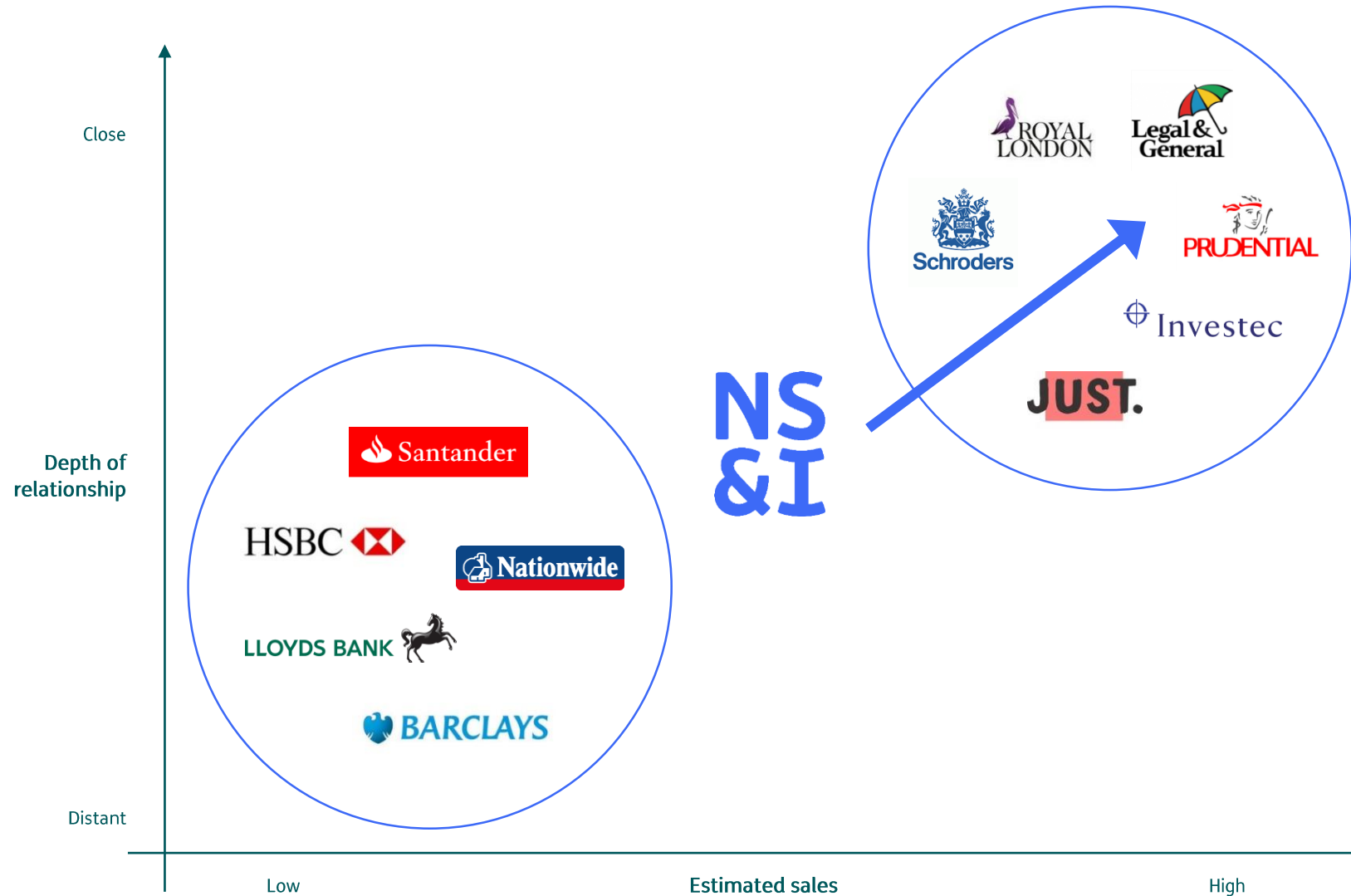
Our operating framework

To balance the interests of:

- Savers
- Taxpayers
- Financial services sector

NS&I's position in the advice market

No branches or advisers of our own. We need FAs and they need us.



How does NS&I
fit into holistic
financial planning?



A photograph of a grandfather with grey hair and glasses, wearing a brown sweater, leaning over a young girl with long, curly blonde hair. They are both focused on playing with colorful wooden blocks (yellow, red, blue, green) on a light-colored rug. The background is softly blurred, showing green foliage. Two circular callouts are overlaid on the image: a green one on the left containing the question 'What do customers want?' and a yellow one in the center containing a list of customer needs.

What do customers want?

- Security
- Competitive returns
- Trust
- Peace of mind
- Simplicity
- Easy access
- Tax efficiency
- Human touch

A young man and woman are dancing joyfully at an outdoor festival. The man is wearing a brown turtleneck, a black leather jacket, and a colorful striped vest. The woman is wearing a blue floral shirt, denim overalls, a brown leather jacket, and a rainbow fanny pack. They are both smiling and looking down at each other. The background shows a large crowd of people at a festival under a cloudy sky.


Unique to NS&I

Backed by
HM Treasury

Our heritage –
many will
remember
Premium Bonds
or Passbooks
as a child

All funds are
100% secure
- even above the
FSCS limit

Unique products
including Premium
Bonds and Green
Savings Bonds

A group of hikers is walking along a coastal trail. In the foreground, a woman with blonde hair, wearing a black jacket and a backpack, is smiling at the camera. Behind her, another woman in a red jacket is also smiling. Further back, other hikers are visible on the path. The background shows a steep, grassy hillside leading down to a rocky coastline with waves crashing against the shore. Overlaid on the left side of the image is a large infographic consisting of a central yellow circle at the top and five smaller blue circles arranged in a semi-circle below it, each containing text about investment services.

Relevance to your clients

Over 1.4 million
customers
have invested
£50,000+


Can invest over
£6 million or
£12 million
jointly – all 100%
secure

Some products
can be held in
Trusts or SIPP's

Over 12,000
customers
have invested
£1 million+

Unique security
guarantee
provides
peace of mind

Liquidity in
a portfolio



Relevance to you

Unique security
can help balance
the overall risk
in a portfolio

Over 11,000 FA
subscriptions
to NS&I's
news emails

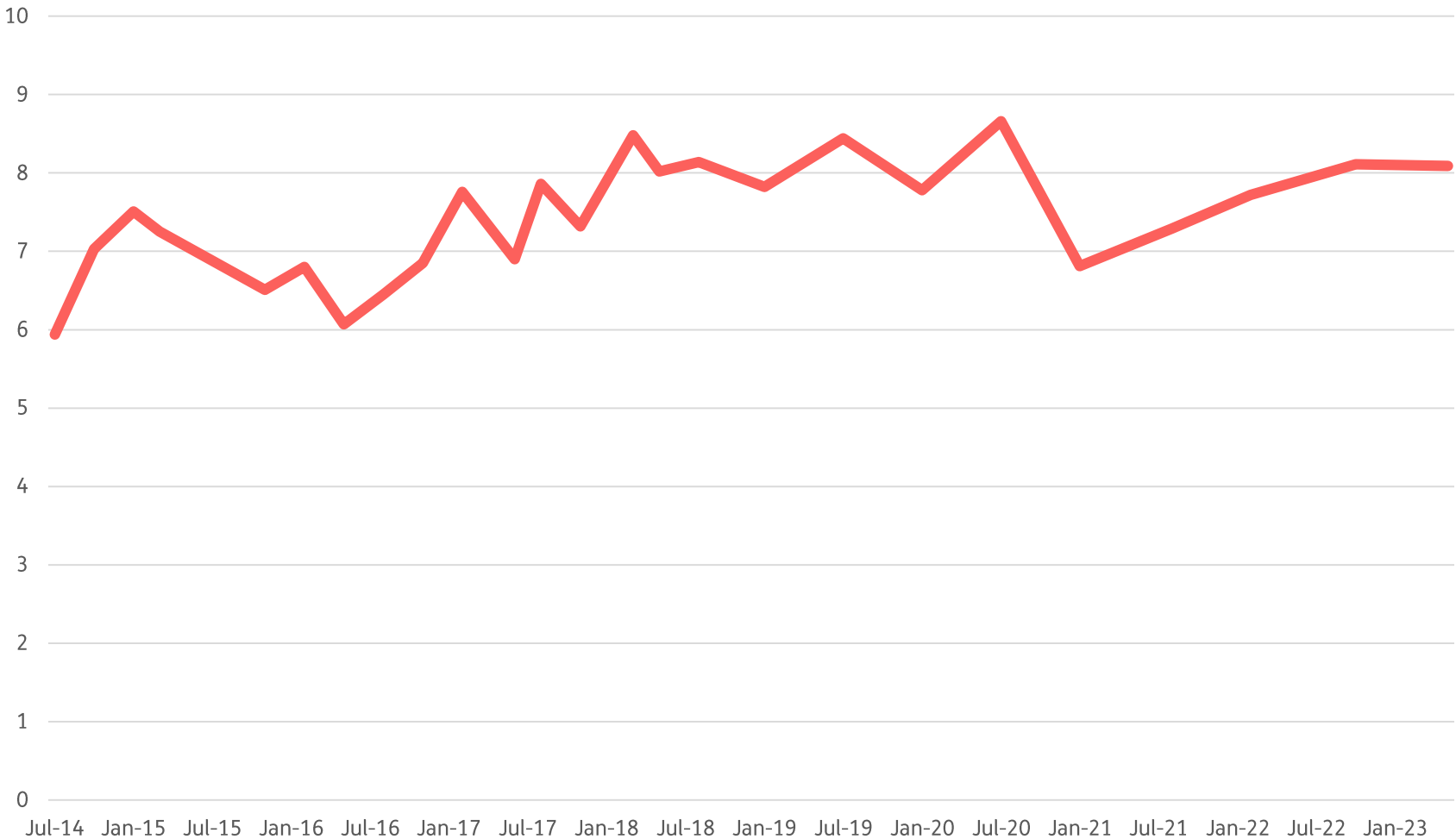
NS&I products
included in the
CII qualification

NS&I is
considered 'the
default home for
cash' by many
advisers

Nearly 5,000
visits to our
Adviser Centre
website every
month

Recommending
NS&I products
can build
client trust in
advice firms

Many FAs are already advocates of NS&I



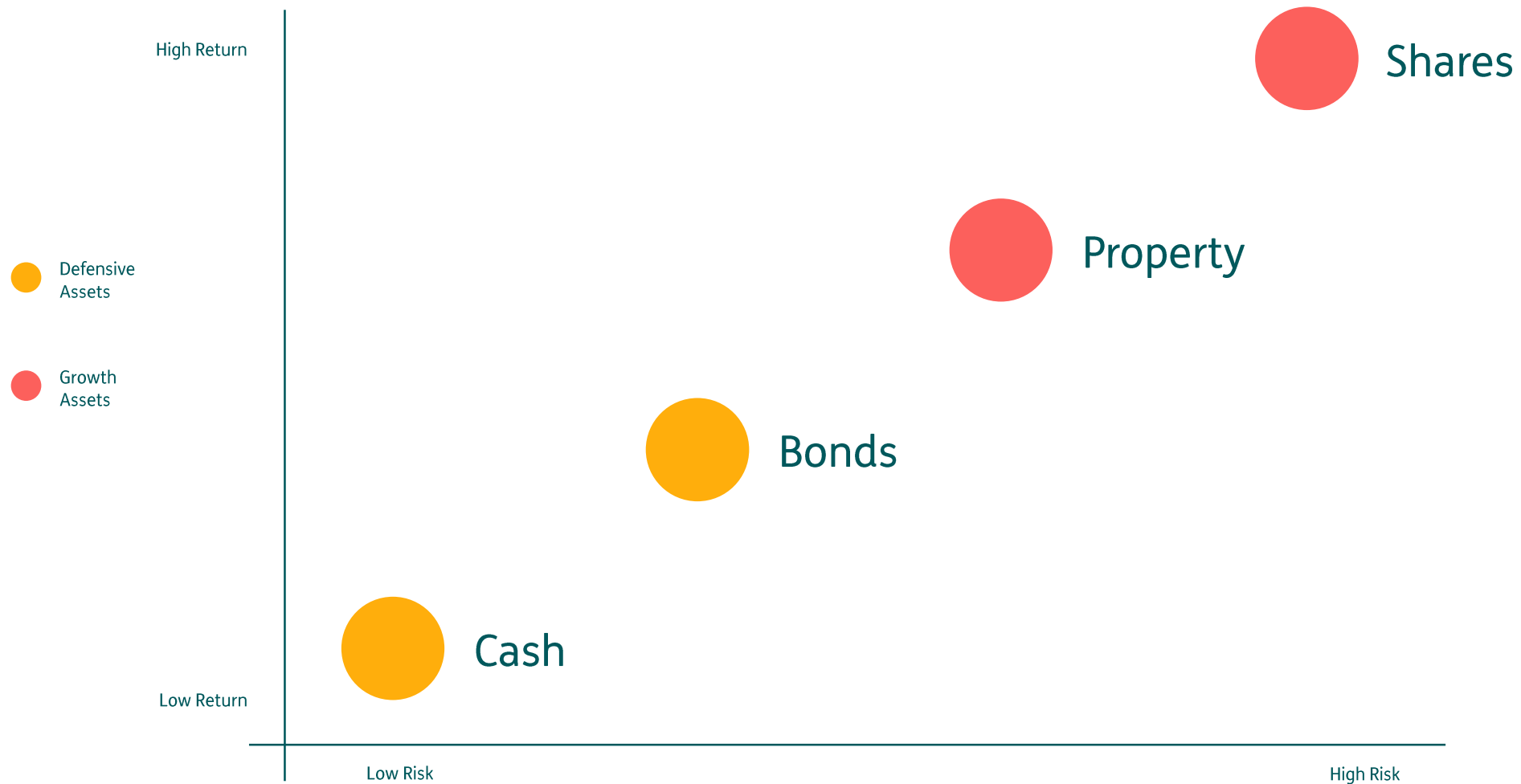
Likelihood to recommend NS&I products = 8.09 (out of 0-10)

— Likelihood of Recommendation (0-10)

Source: Financial Adviser Advocacy Survey May 2023

Role of Cash Deposits in a portfolio

Balance between 'retaining' and 'gaining', risk and reward. Provides liquidity.



Our products

Tax free

Premium Bonds

- Nearly 5 million prizes each month
- Two £1 million jackpots each month
- Investment limit £50k
- Provides unique fun element in a portfolio

Index-linked Savings Certificates

(not currently on sale)

Fixed Interest Savings Certificates

(not currently on sale)

Fixed Term Growth

Green Savings Bonds

- 3 year fixed term
- Investment limit £100k
- Contributes towards green projects

Guaranteed Growth Bonds

- 1 year fixed term
- Investment limit £1m
- Can be held in Trusts, SIPP & SSASs

Income

Income Bonds

- Monthly income
- Variable rate
- Investment limit £1m
- Can be held in Trusts, SIPP & SSASs

Guaranteed Income Bonds

- Guaranteed monthly income
- 1 year fixed term
- Investment limit £1m
- Can be held in Trusts, SIPP & SSASs

Savings Accounts

Direct Saver

- Investment limit £2m
- Useful temporary home for high values

Investment Account

- Investment limit £1m
- Can be held in Trusts

Direct ISA

- Tax-free
- Investment limit £20k

Junior ISA

- Tax-free
- Investment limit £9k



Premium Bonds Myths

Only newer numbers win

95% of Bonds bought since 2000

Need to buy them in a block

ERNIE is completely random

Only win if you live in the South East

Jackpot winners from all parts of the UK

Only win if maximum invested

One £1m winner only had £17 holding



Green Savings Bonds

A world first!

Part of the 'UK Government Green Financing Framework', with Green Gilts

Six types of green expenditure financed by the retail Green Savings Bonds & Green Gilts:

- 1) Clean Transportation
- 2) Renewable Energy
- 3) Energy Efficiency
- 4) Pollution Prevention & Control
- 5) Living & Natural Resources
- 6) Climate Change Adaptation

3 year fixed term, £100k limit, 4.2%

Evolution of Cash in client portfolios


- Cash has become an **integral part of the holistic financial planning process** rather than being the peripheral concern that it was in the past with FAs
- There has been a **sustained period of uncertainty** and low returns as a result of global events, which has encouraged a move to safety and thus Cash
- The FCA Retail Distribution Review (RDR) that took place in 2012 created two impacts related to Cash:
 - **Commission was banned** which led to a ‘level playing field’
 - As a result of the move to transparent upfront fees, **clients now want their advice firms to do everything on their behalf**, not just give advice and this includes dealing with all the product providers

...and NS&I have reacted to this...



**How NS&I
is enhancing
its service to
advice firms**





The need for change

- Easier access
- Faster access
- More information
- Access to all staff
- Better service to you and your clients

A photograph of two women gardening in a sunny outdoor setting. The woman on the left has short, curly reddish hair, wears a patterned headband, a floral shirt, and large yellow hoop earrings. The woman on the right has long blonde hair and wears a green and white striped shirt. They are both smiling and looking down at a garden bed filled with yellow daffodils. A blue circle is overlaid on the top left, and six orange circles are arranged in a semi-circle below it, each containing text about enhancements.

Enhancements delivered so far

Dedicated helpline for advice firms
(0800 092 1228)

Letters of Authority retained on file

Phone access to information on clients' holdings

Dedicated website for advice firms
(nsandi-adviser.com)

Terms of Business Agreement

Online access to information on clients' holdings



Features of the new online service

View a list of
clients with
NS&I holdings
(subject to a Letter
of Authority)

See copies
of clients'
NS&I statements
and other
communications

View the
transaction history
of an account

Select a client
and view their
NS&I portfolio

Get a valuation
of fixed term
investments
and see their
maturity dates

View a client's
Premium Bonds
prize history

Reactions from financial advice firms

Over 1,600 firms have registered for the service, equating to about 1 in 4 firms in the UK!

“The NS&I online service is an essential part of our ongoing advice process. The NS&I system matches the excellent products on it. It is a must-have.”

Josh Lamb, Chartered Financial Planner,
Swallow Financial Planning

“I highly recommend this service to all financial adviser firms”

Ken Hall, Chartered Financial Planner,
Aspire Partnership

What you need to do

1. Visit nsandi-adviser.com to find out all the details
2. Download, complete and send in a Terms of Business Agreement (one per firm)
3. Download, complete and send in Letters of Authority (from all clients)
4. Wait 3-5 working days for registration to be completed (after which point you can access information via the NS&I Adviser Helpline)
5. Use automated email received to access NS&I online service



What's coming up?





Future services for advice firms

- Digitalise registration process
- Submitting app forms digitally
- Transactional access
- Platform propositions



Business
transformation
programme

Digital
self-service

New
financial
adviser
digital
proposition

Enhanced
mobile app

Assisted
digital
support for
customers

What you should do next

Visit nsandi-adviser.com and do the following:

- Follow the steps to register your firm for the NS&I online service for advice firms
- Subscribe to NS&I news emails to stay updated

Share the above with your relevant colleagues and peers.

We always listen to your feedback! – Complete any NS&I surveys you get sent – results will help build the business case for change.



Learning outcomes

- To understand NS&I's unique position in the advice market and why this is relevant to you and your clients
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Any
questions?