



## **MoneyVista launches today to help UK consumers take control of their finances and their financial future**

MoneyVista:

- enables consumers to;
  - see their current financial position and their projected financial future
  - set and monitor goals
  - understand the long-term impact of financial decisions
- aims to help the 11 million UK consumers who do not have a relationship with a financial advisor and do their own financial planning
- is a subscription-based service which doesn't sell financial products
- is backed by Royal London

MoneyVista offers personalised financial planning to the 11million<sup>1</sup> financially active UK consumers who currently manage their own financial affairs using the media, internet, friends and family to help them make decisions.

MoneyVista is a subscription-based service. It lets consumers see all their personal finances, and how they interrelate, in one simple plan. It can revalue investments, stocks and shares held, and it will alert consumers if there is a change that will impact their financial plan.

The service helps consumers to put financial decisions into a wider, long-term context. For example, consumers can use MoneyVista to plan for their [retirement](#). They can see the financial effect of starting their retirement earlier or later, the impact of saving more now, and whether their property really could be their pension.

MoneyVista always shows consumers the current and future impact of any actions they are considering, helping them to make better informed decisions.

MoneyVista does not give regulated financial advice and consumers are not able to buy any financial products through the service. It does provide users with indicative costs of products they are interested in, as well as 'health warnings' on more complicated topics where they may want to consider seeking professional financial advice.

Martin Peterlechner, Head of Marketing at MoneyVista comments, *"MoneyVista is a unique service for the 11 million financially active UK consumers who currently manage their own financial affairs. It aims to give these consumers a simple, safe and secure way to create, maintain and use a financial plan."*

*"We have consulted with consumers and industry experts to help us develop, build and test the service. Self-directed consumers find it a valuable aid to planning, making them more aware of their situation and what they need to do to achieve their financial goals."*

Vaughan Jenkins, CEO of Bluerock Consulting which developed the MoneyVista service in conjunction with a team led by Adrian Curtis of Royal London, comments, “Self-directed consumers are growing in number and becoming more demanding when it comes to the tools that they need. Before MoneyVista was developed, there was a notable lack of genuinely independent, objective and mid to long range planning resources available for consumers to consult. The growth of self-directed financial management looks set to become an even more important trend for advisers and product manufacturers to respond to.”



MoneyVista does not sell any financial services products; customer’s data will not be passed on to other financial services firms; and there is no advertising on the website.

MoneyVista is part of the Royal London Group commitment, as the UK’s largest mutual life and pensions company, to help develop consumer financial understanding.

MoneyVista is free to everyone for 30 days. After this, subscription costs £8 a month, £20 a quarter, or £75 per annum.

Customers will only be asked for their card details when they decide to subscribe, not when they first try out the service.

**ENDS**

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**Notes to Editors**

1. 11.2 million people are financially active but non-advised, according to the ‘Financial DIY Report’, carried out in December 2010 by ComPeer Limited. Financially active is defined as those undertaking two or more savings, investment or borrowing activity over a six month period.

The Financial DIY Report is based on specially commissioned research carried out by GfK NOP in two surveys by telephone amongst 1,000 and 995 adults aged 16+. Both surveys are

representative of the UK population. The first was carried out 5<sup>th</sup>-14<sup>th</sup> November 2010 and the second 3<sup>rd</sup>-12<sup>th</sup> December 2010.

### **About MoneyVista**

MoneyVista is a comprehensive online [financial planning tool](#) that will help consumers create, manage and maintain a personal financial plan.

Customers enter information covering their income, outgoings, protection, savings, investments, retirement and property. MoneyVista uses this information to create a financial plan that is easy to see, maintain and use.

By linking all this information together MoneyVista is able to show consumers how a decision made in one area impacts the rest of their plan.

MoneyVista is backed by Royal London Group. Customers' data will never be sold or passed onto third parties nor is there advertising on the website.

Customers are only asked for their credit card details when they decide to subscribe, not when they take the 30 day free trial.

### **About Royal London Group**

Royal London Group is a specialist financial service provider. Its businesses focus on those sectors of the market which value quality propositions, operating through a number of brands:

- Scottish Life – UK pensions market
- Bright Grey – UK protection market
- Scottish Provident – UK protection market
- Caledonian Life – RoI protection market
- Royal London 360° – offshore investment markets
- RLAM – fund management
- Royal London Plus – life and pensions administration
- Ascentric/IFDL – Wrap Platform
- MoneyVista - online financial planning service for consumers

Royal London is the largest mutual life and pensions company in the UK with Group funds under management of £44.2 billion. Group businesses serve around 4 million customers and employ 2,950 people. Figures quoted are as at 30 September 2011.