

True Potential Annual Update 2024



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Clients

518,000

Clients have benefited from our products and technology

Logins

10.7M

Client logins by app and online

Partners

1,080

Financial advisers partnered with the Group

Calls

126,078

Calls answered by dedicated team

Hybrid Advice

79,900

Clients have received our Hybrid Advice

Pensions

446,500

Pensions managed

Employees

659

Employees as at 31 December 2024

Business highlights





Chairman's foreword

—
Andrew Sibbald
Chairman
True Potential
8 April 2025

We continue to operate in a period of heightened political, economic, and market instability, and our commitment to deliver for our clients who have entrusted their savings with us has never been greater. We seek to navigate the investment markets for the benefit of our customers to provide them with the financial resources to help meet their goals throughout their lives and most especially in retirement. I'm pleased to say that in 2024 True Potential achieved its 17th consecutive year of growth - with assets under management up 15.1% during the year, to £32.8bn and gross revenue strong at £499m.

Last year signalled the start of a new chapter for True Potential as we announced that Daniel Harrison, who has been an integral part of the business since it was founded, would step down as Chief Executive Officer to be succeeded by Gerry Mallon in early 2025. Building on the entrepreneurial spirit and disrupter mindset of our founders, Gerry's excellent credentials and customer-centric experience in banking ensure we remain focused on being the wealth manager of choice for our customers and able to play a key role in addressing the UK's savings and advice gap.

On behalf of the Board, I would like to take this opportunity to thank Daniel Harrison for his significant contribution to True Potential's success over the last 17 years and we wish him well. I would also like to thank Jeff Casson, CEO of True Potential Investments LLP, who, as Interim CEO, provided excellent and thoughtful leadership prior to Gerry joining us in February 2025.

As all of our customers will recognise, it has been another challenging 12 months for the UK economy and there have been a number of important political changes here and in the US which are already having material impacts on markets and the outlook for the global economy. We are watching and analysing all these events carefully and as I write we see risk around international trade tariffs stoking inflation and slowing the pathway to a material reduction in interest rates. However, it is our job to manage these risks for our customers and I'm pleased to report that our investment solutions delivered strong returns for our clients in 2024.

We are proud to help more people across the UK do more with their money and with many of our customers facing continued pressure on their finances, it is increasingly important we remain focused on putting their needs at the heart of our business. Our Board has always believed strongly that there is a significant opportunity for a differentiated, customer centric, highly technology-enabled business to revolutionise the way wealth management is delivered in the UK. True Potential is that business and we will continue to enhance our proposition so that we remain at the forefront of this revolution. We see True Potential as having an important role to play in providing accessible and good value-for-money wealth management services and advice for the broader UK population, and we are pleased to have support from our key stakeholders for our vision to address the scale of the opportunity that we see is within our reach.

2025 will be a year of further evolution for our business. Through our Reaching our True Potential programme, we are focused on enhancing our services, ensuring we further strengthen our systems and processes.

This investment in our platform paves the way for continued sustainable growth and delivery of our commitment to make True Potential the best it can be for our customers, advisers, colleagues and shareholders - both today and in the future.

I would like to express sincere thanks on behalf of the Board to all our advisers and colleagues who work tirelessly as we seek to deliver the best possible outcomes for our customers.



Chief Executive Officer's report

Gerry Mallon
Chief Executive Officer
True Potential
8 April 2025

I am pleased to be writing my first CEO statement since joining True Potential in February 2025.

I am delighted to have joined such an exciting and growing business, with a clear focus on helping close the UK's savings and financial advice gaps.

Our mission of closing these financial advice gaps remains an important one, as the inability to access regulated and qualified financial advisers can affect the financial stability and wellbeing of millions of citizens.

Since joining the firm, I have been impressed by the passion to do the very best for our customers and advisers.

I believe the continued evolution and success of True Potential – the ability to enhance results, drive growth and create long-term value – lies in the business combining that passion with a deep understanding of customers' and advisors' needs and innovating this with our leading in-house technology to meet them better than our competitors.

Our performance, and the operational changes that we made in 2024 provide the strong foundation upon which we will build the UK's wealth manager of choice.

Against a sector backdrop of increasing regulatory pressure, rising business costs and ongoing global socio-economic turbulence, True Potential reports robust performance in 2024, with our adjusted earnings before interest, taxes, depreciation, amortisation and exceptional costs ("adjusted EBITDA") showing 22% growth year on year growth, with improvements in operational efficiency.

↑ 22.0%

Adjusted EBITDA growth year on year

Overall, our 2024 performance reflects a year of change and investment in the future. And as I look ahead, I am struck by the scale of the opportunity for True Potential's differentiated, technology-enabled strategy to help customers across the UK do more with their money.

A man with grey hair and glasses, wearing a dark suit, light blue shirt, and patterned tie, is sitting at a desk. He is looking at a silver laptop with the Apple logo on the back. His hands are on the keyboard. The background is a bright window with a view of trees.

Financial highlights

Gross revenue

£498.9M

Group gross revenue

Assets under management

£32.8BN

Assets on the True Potential Platform

Adjusted EBITDA

£269.3M

Adjusted EBITDA – Adjusted earnings before interest, tax, depreciation, amortisation and exceptional costs

Adjusted EBITDA margin

54.0%

Adjusted EBITDA margin

Profit before tax

£111.3M

Statutory profit before tax

Profit before tax margin

22.3%

Underlying profit margin, before tax

Business model

True Potential is a group of financial services companies and partnerships dedicated to the delivery of simple, effective and unique ways for people to manage their finances, invest their money, and plan for their futures. The core of our business model is centred around providing clear financial advice, leveraging cutting-edge technology, and fostering strong client relationships.

What we do

At True Potential, we offer a comprehensive range of services designed to meet the diverse needs of our clients. Our offerings include:

- **Financial advice:** Helping clients set and achieve their financial goals through tailored advice and planning.
- **Platform services:** Offering a variety of investment products, including pensions, ISAs, bonds, and safeguarding and administration of client assets.
- **Investment management:** To maximise returns for investors within their chosen risk profile and reduce the risk of volatility. Using Advanced Diversification, we blend tried and tested multi-asset strategies.
- **Adviser business support:** As one of the most innovative financial services groups in the UK today, working with UK financial advisers to power their back-office solutions and how they deliver advice to clients, we believe that what we are doing has great value and will help revolutionise the way wealth management is delivered to clients for many years to come. Further details of our work with financial advisers are outlined in our “Adviser proposition” section.

How we do it

Our approach is guided by a commitment to client focus, technology innovation, and excellent service. We achieve this by:

- **Full-service offering:** we provide our clients with financial advice, technology and platform administration, along with access to investment management all from True Potential.
- **Hybrid financial advice:** delivery of personal financial advice, from our Wealth Management Partners or our Head-office Central Advice Team, enabled with the use of technology tools.
- **Proprietary technology:** our technology is purpose built in-house, allowing us to be agile and deliver specifically what our clients need to track their financial goals.
- **Efficient head-office:** the simplicity of one connected head office, with a common data set, allows us to deliver our service with streamlined processes.

How we deliver value

True Potential delivers value to our clients by:

- **Goal based financial advice:** Our bespoke financial advice is designed to specific client goals and aims to achieve long-term financial success for our clients.
- **Comprehensive support:** We offer ongoing support and guidance, ensuring clients are well-equipped to navigate their financial journeys, across the full service offering.
- **Convenience and accessibility:** Our technology platforms provide clients with easy access to their financial information and the ability to manage their investments anytime, anywhere.

True Potential is committed to delivering exceptional value through high-quality financial advice, personalised service and technology innovation, underpinned with a relentless focus on client success. We strive to be the trusted partner in our clients’ financial journeys today, helping them achieve their financial goals of tomorrow.

Client proposition



As one of the UK's leading wealthtech firms, our mission is to create a powerful client proposition through our approach to financial advice, industry leading technology and product innovation, delivered to clients through the True Potential Wealth Platform ("the Platform"). Our technology, developed in-house by our team in Newcastle, currently offers 518,000 clients 24/7 access to their investments, putting them firmly in control of their money.

We understand that long-term goals are unique to each client, which is why we design financial plans that are personalised to their circumstances and aspirations. Our 1,080 highly qualified financial advisers take a holistic approach to creating, supporting and reviewing each plan. Our specialist expertise covers a range of areas across retirement and pensions, savings and investments, tax and inheritance.

Where an advice proposition is provided, we offer clients a choice between working with a specific financial adviser or a central advice team, using a blend of digital technology and meetings to gather information and agree client goals and solutions to achieve them. These solutions typically use a range of investment funds managed by True Potential and blended on a discretionary basis within a client's agreed risk profile. We offer clients the option to meet our advisers in person and we also offer our products and services via Independent Financial Advisers.

The Consumer Duty is a set of regulations introduced by the FCA in the UK to ensure higher standards of consumer protection across financial services. Consumer Duty requires firms to put their customers' needs first and act to deliver good outcomes for retail customers.

The key elements of the Consumer Duty regulations include:

1

Consumer Principle:

Firms must act to deliver good outcomes for retail customers.

2

Cross-Cutting Rules:

These provide clarity on the FCA's expectations and help firms interpret the four outcomes.

3

Four Outcomes:

These outcomes relate to products and services, price and value, consumer understanding, and consumer support.

True Potential has continued its progress in embedding Consumer Duty across our business in 2024, with the Board completing its first annual consumer duty report in July. On 1 October 2024, we were able to cut fees on 18 funds, with an estimated value to clients of £6.6m per year as we explained in the True Potential Administration LLP Assessment of Value, available on our website. While we have made several key enhancements to our products and services, we recognise that further work is required and this will continue through 2025.

Alongside our financial advice, we are committed to providing comprehensive communications to support all our clients through their investment journey. This includes daily and weekly market update videos from our investment team, along with our highly popular weekly podcast - Do More With Your Money.

All clients can engage with their investments at the touch of a button through our app and online account. In 2024, clients logged in a record 10.7 million times, with 8.8 million through the app. Once logged in, our new AI-powered personal summary provides a bespoke overview of clients' investments and their account, including key performance, market updates and outstanding actions.

Our industry-leading technology has made investing as simple as possible for clients who can utilise impulseSave® to top up in minutes from their mobile device, or regularly through direct debit. In addition, clients have access to our exclusive True Potential Rewards feature, earning free cashback from thousands of popular online retailers. This can be automatically invested into their ISA or withdrawn to a bank account.

As an ever-growing business, we are proud to deliver services to new and existing clients, achieving the best client experience possible. Our specialist range of products combined with expert financial advice puts our clients in the best position possible to do more with their money.

Adviser proposition

With 1,080 qualified financial advisers, we foster a collaborative and supportive environment. We are committed to empowering and supporting financial advisers in delivering exceptional client outcomes while growing their businesses efficiently. Our ecosystem is designed to facilitate business growth, strengthen client relationships, and drive operational efficiency. We provide an integrated and innovative adviser proposition, enabling our advisers to put their clients at the heart of all they do.

Our vertically integrated model enables advisers to benefit from streamlined operations, investment solutions, and advanced technology. Through True Potential Investments and our award-winning True Potential Wealth Platform, advisers can offer a unique, holistic financial planning experience. Client plans are formally reviewed annually to ensure they remain fit for purpose, but ongoing financial advice is available in-person and by video call whenever needed.

Our proprietary platform and client-facing digital solutions provide advisers with tools to engage clients effectively and support their financial goals. We are launching an AI dictation App to record adviser-client conversations, generating a summary and transcript into the App along with the ability to copy the summary into an audit entry. We believe that this investment into client-led solutions will create excellent client outcomes.

Our blend of compliance consultancy, back-office technology and administrative support aims to help financial advisers take their businesses to the next level. We offer extensive support, including compliance guidance, regulatory updates, business development assistance, and marketing resources. Our focus is on enabling advisers to concentrate on providing high-quality financial advice while we handle the operational complexities.

Advisers benefit from a diverse range of investment solutions tailored to meet various client needs. This includes a specialist range of products to assist with future planning, retirement income and tax-efficient investing. Our approach emphasises innovation, flexibility, and enhanced client engagement, ensuring long-term financial success.

Financial advisers can showcase themselves with their very own personalised Partner Profile. This public-facing Profile not only provides them with a True Potential Wealth Management landing page, but also serves as an integrated hub for potential clients to learn about their qualifications and services, whilst enabling clients to get in touch directly.

Looking ahead, we remain dedicated to providing advisers with the infrastructure and resources needed for sustained success. By leveraging our market-leading capabilities, we believe that we are strongly positioned to develop and grow our services, ensuring advisers remain at the forefront of the financial services industry.



1,080

Highly qualified financial advisers



Portfolio performance



Our True Potential Portfolios are a suite of fully-diversified, discretionary-managed investment solutions.

With wide exposure to world-class investment managers, investments are further diversified by asset class and geographic region. Our clients continue to benefit from having more potential to grow their money and manage volatility, all in a single Portfolio.

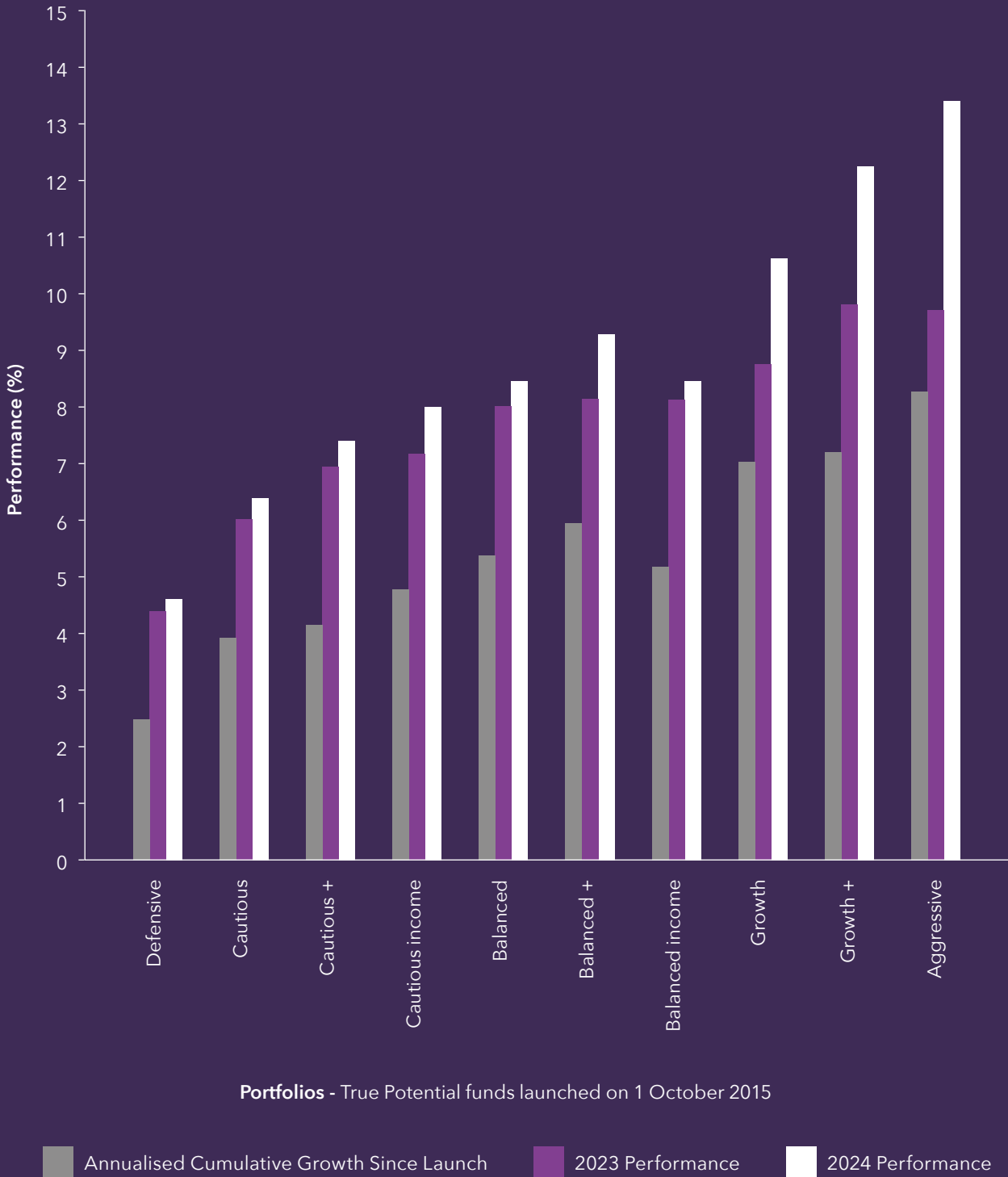
As we remain committed to helping our clients reach their financial goals, we continually monitor our Portfolios to make sure they perform as expected and remain within the expected risk profile. We also rebalance for the future, rather than the past, taking an active approach to allocating client money where we see the greatest potential for growth.

The results of this strategy are shown below across our True Potential Portfolio range, 10 discretionary-managed investment solutions across the five risk categories. Our 'Client First' approach aims to change UK investing and we base everything we do on what clients want, need and expect. We believe the funds provide the most appropriate combination of investment style, performance, diversification and value, all under the direction of True Potential Investments LLP.

In our 2024 Assessment of Value report, it was concluded that 24 of our 41 funds are delivering value to our clients, with 15 of those providing particularly good value. Specific actions to improve value were identified for 11 funds. Some of these changes were to reduce the Annual Management Charge ("AMC") on our funds, and this became effective for 18 funds in October 2024. Performance fees have been discontinued from 1 October 2024.

6 of our funds deliver insufficient value to our clients. This is disappointing and fundamental actions have been agreed to ensure good value going forward.

True Potential Portfolio performance



Marketing proposition

Financial Advisers can showcase themselves with their very own personalised Partner Profile. This public-facing Profile not only provides them with a True Potential Wealth Management landing page, but also serves as a hub for potential clients to learn about their qualifications and services, whilst enabling clients to get in touch directly.

With comprehensive features including a professional photograph, biography, qualifications and testimonials, the profile is Search Engine Optimisation ("SEO") optimised and effortlessly integrated to streamline client connections, ensuring advisers stand out to local leads.

To support this, our Marketing Support Hub is a cutting-edge resource exclusively for Wealth Management Partners with a completed Partner Profile. This industry-first platform provides Partners with marketing materials that are pre-approved and ready to use free of charge, helping them grow their business effortlessly.

We also launched our first national TV advertising campaign, designed to raise awareness of the brand and position True Potential as a trusted name in wealth management. By raising brand awareness across the UK, we're driving more potential clients to engage with our network of Wealth Management Partners. The campaign pulled in 2.7m views during the Rugby World Cup alone, helping to increase national awareness from 14% to 43% in the first 6 months alone.





People

True Potential prides itself on being one of the leading employers based in Newcastle and the wider North East region. We offer stretching careers, great learning and development, and a welcoming and caring culture that balances wellbeing and high performance. We're proud of our heritage and local roots and many of our employees stay with us for significant parts of their careers.

In late 2024, we began building out our People function, with the aim of increasing opportunities for employees to grow their careers and capabilities while enhancing our culture. We saw this as a key driver of business success and a way to ensure employees feel informed, supported, and recognised for their contributions.

To deepen our understanding of employee experiences, we launched our first colleague engagement survey, achieving an impressive 88% completion rate, a testament to the commitment of our employees in shaping the future of our organisation.

The survey showed high levels of engagement amongst our employees but also yielded a broader set of insights that has started a valuable conversation with our people around what they like about True Potential and what could be even better. To find out more, we have introduced focus groups to provide a space for employees to share their thoughts, feelings, and ideas, reinforcing our dedication to listening and taking meaningful action.

As part of this commitment, we have introduced increased core benefits to better support our people, ensuring they feel valued and well-cared for. We are also implementing a more robust, values-aligned performance management framework to drive clarity, fairness, and accountability across the business.

Leadership and development remain central to our strategy, and we have expanded our efforts with core leadership modules and dedicated programmes for high-potential leaders. In addition, we are taking a broader view of how we support and develop talent, ensuring that employees at all levels have access to the tools and opportunities they need to grow.

A key theme from our engagement survey was the importance of consistency in business-wide management and leadership styles. In response, we launched interactive, full-day leadership sessions, equipping managers with frameworks to create a stronger and more positive colleague experience. Furthermore, we are introducing more initiatives to enhance psychological safety and inclusion, nurturing a workplace where every employee feels empowered to contribute and thrive.

A critical focus area is employee communication—ensuring that our people feel connected, informed, and engaged in shaping the future of the business. We are implementing a more extensive and structured approach to communication, designed to create a two-way conversation between employees and leadership. This includes regular updates on company strategy, interactive town halls, leadership Q&A sessions, and dedicated spaces for employees to share their insights and feedback. Our goal is to create a culture where transparency, collaboration, and shared purpose drive everything we do, reinforcing the importance of our people and their contribution to our success.

We are also streamlining our finance and people management systems with Workday, a significant step in future-proofing our infrastructure.

Through these initiatives, we are committed to creating a workplace where people feel valued, developed, heard, and empowered to succeed.



Sustainability

Our mission

We believe it is our responsibility as a business to play our part in working towards a sustainable future for generations to come, and to have a positive impact on our colleagues and the society and communities in which we operate.

Many of our customers invest over the long term, saving for retirement and future security. This future is inextricably linked to climate and society as a whole. So, it is important we ensure our own time horizons and decisions as a business acknowledge and support these goals.

To help our customers achieve their financial goals, we believe a business that considers, and over time enhances, its approach to sustainability will create a stronger foundation from which to deliver better outcomes for our customers, colleagues and other stakeholders.

Wellbeing

We believe that colleague wellbeing is an output of many things done well. If we look after the wellbeing of our colleagues, our customers are more likely to receive a positive outcome, leading to further success for the business.

This year, we have invested in our Human Resources capabilities to enable us to continue to build our skills as a business, support our colleagues and encourage them to develop their careers.

We are committed to receiving feedback from colleagues that we can digest and action in order to make meaningful change. In response to recent feedback, we have now enhanced our staff benefits with an increase in holiday, maternity, paternity and adoptive leave.

Our in-house Training Academy develops colleagues’ knowledge and experience, whilst offering support in obtaining financial qualifications, to ensure we continue to deliver quality service to our customers. Opportunities include joining our adviser academy, as well as providing financial and management course funding and allocated time for study. In 2024, we were delighted to see 75 colleagues add to their financial qualifications, including 32 who qualified as financial advisors.

As a signatory to the Social Mobility Pledge, a coalition of over 800 organisations globally to tackle social mobility, part of our commitment is to help businesses work with schools, offering apprenticeships and adopting fair recruitment policies.

Stewardship & investments

Our customers have entrusted us to help secure their financial futures. Providing effective investment management and advice is a vital part of our responsibility as a business. We believe good corporate governance, engagement and transparency are key to meeting our fiduciary and regulatory responsibilities and enabling positive outcomes for our customers.

Our aim is to be good stewards of the assets in which we invest, either directly or via our oversight of our sub-fund managers. We seek to maximise returns for investors within a client’s risk profile, reduce volatility and drive down the cost of ownership for investors.

At the product level, all True Potential funds are managed by fund managers who are signatories to the United Nations Principles for Responsible Investment (“UNPRI”). We also conduct an annual sustainability assessment of all our delegated sub-fund managers, to evaluate the development of their sustainability approach, engagement strategies with investee companies, and participation in collaborative initiatives. The assessment also considers their progress on climate-related initiatives. Additionally, we monitor engagement activities and proxy voting on a quarterly basis.

To highlight our further commitment to integrate sustainability, we became a signatory to the UNPRI in 2022. As a signatory, we publicly commit to adopt and implement six Principles, each contributing to the overall aim of creating a long-term economically efficient and sustainable global financial system.

Climate & nature

We believe that capital can be a powerful tool for change, and that thoughtful choices made in accordance with agreed investment guidelines can help deliver financial goals for our customers as well as benefit the planet and nature.

In 2024, we published our first Task Force on Climate-related Financial Disclosures (“TCFD”) reports at entity level for True Potential Investments LLP and True Potential Administration LLP. TCFD disclosures are designed to improve transparency on climate-related reporting and financial information and promote consideration of material climate-related risks and opportunities associated with climate change.

Emissions at our Head Office in 2024 decreased for the second consecutive year, and we monitor gas and electric use and our carbon footprint around business travel.

Gas consumption in 2024 fell by 33.5% compared to 2023, and electricity consumption also decreased by 9.4%, supported by improvements to the office heating system. The use of private vehicles for company business also declined by 38.7% in 2024.

In summary, while we believe we are making good progress across our business on sustainability overall, we also believe we can continue to improve. The creation of a new Group Sustainability Committee is a reflection of the importance of this area to our business and we have identified specific areas of focus for the year ahead.

2024 usage reductions

Gas consumption

(33.5)%

Electricity consumption

(9.4)%

Use of private vehicles

(38.7)%



Our
leadership
team

Meet our team



Andrew Sibbald
Chairman
True Potential Group

Andrew has been the non-executive chair of the True Potential Group since 2023. He has more than 35 years' experience in financial services, having worked in both private equity and investment banking, where he advised a wide range of public and private companies on mergers, acquisitions and capital raising.



Gerry Mallon
Chief Executive Officer
True Potential Group

Gerry joined the True Potential Group in February 2025, having been the Chief Executive Officer of Tesco Bank for more than six years and a member of the Tesco Plc executive committee. He has also been CEO of Ulster Bank Ireland and Danske Bank UK, and held leadership and advisory positions at McKinsey & Co and Bank of Ireland.



Ben Thorpe
Chief Financial Officer
True Potential Group

Ben joined the True Potential Group in 2023, having been the Chief Financial Officer at Brooks Macdonald, a listed wealth manager. He has worked in financial services for more than 25 years having joined Brooks Macdonald from Brewin Dolphin where he was Head of Finance, and having previously worked in various senior finance roles at Standard Bank, Barclays Capital and Morgan Stanley.



George Peebles
Non-Executive Director
True Potential Group

George is an experienced finance professional and has specialised in the financial services sector for over 20 years. He worked in corporate finance roles with a major accountancy practice. He has worked with the True Potential Group as a non-executive director since 2012.



Rebecca Hunter
Non-Executive Director
True Potential Group

Rebecca is a Senior Principal at Cinven, the private equity firm that has backed the True Potential Group. She joined Cinven in 2017 and is also a Non-Executive Director at NewDay, and a former Non-Executive Director at Premium Credit. Prior to joining Cinven, Rebecca worked at Lazard.



Jodi Balfe
Non-Executive Director
True Potential Group

Jodi is a Principal at Cinven, the private equity firm that has backed the True Potential Group. She joined Cinven in 2019 and works in the Financial Services sector team. Prior to joining Cinven, she was an Investment Banking Associate at Goldman Sachs in the Financial Institutions group, working both the London and New York offices.



Stephanie Bruce
Non-Executive Director
& Chair of Audit Committee
True Potential Group

Stephanie has 35 years of experience in financial services, working with a wide range of organisations in asset management, insurance and banking sectors. She led the Assurance Financial Services practice at PwC UK, has been a director on a number of Boards, both UK and overseas, and has undertaken the CFO roles at Phoenix Group and Aberdeen Group plc.



Maxim Crewe
Non-Executive Director
True Potential Group

Maxim is a Partner at Cinven, the private equity firm that has backed the True Potential Group. He joined Cinven in 2006 and leads both the Financial Services and Consumer Sector teams and is a member of the Investment Committee and Executive Committee.



Karina McTeague
Non-Executive Director
& Chair of Risk Committee
True Potential Group

Karina joined the True Potential Group as a non-executive director in 2023. She had previously served as Chief Risk Officer at Visa Europe and Lloyds Banking Group North America and has held Supervision Director roles at the Financial Conduct Authority.

Financial performance

potential



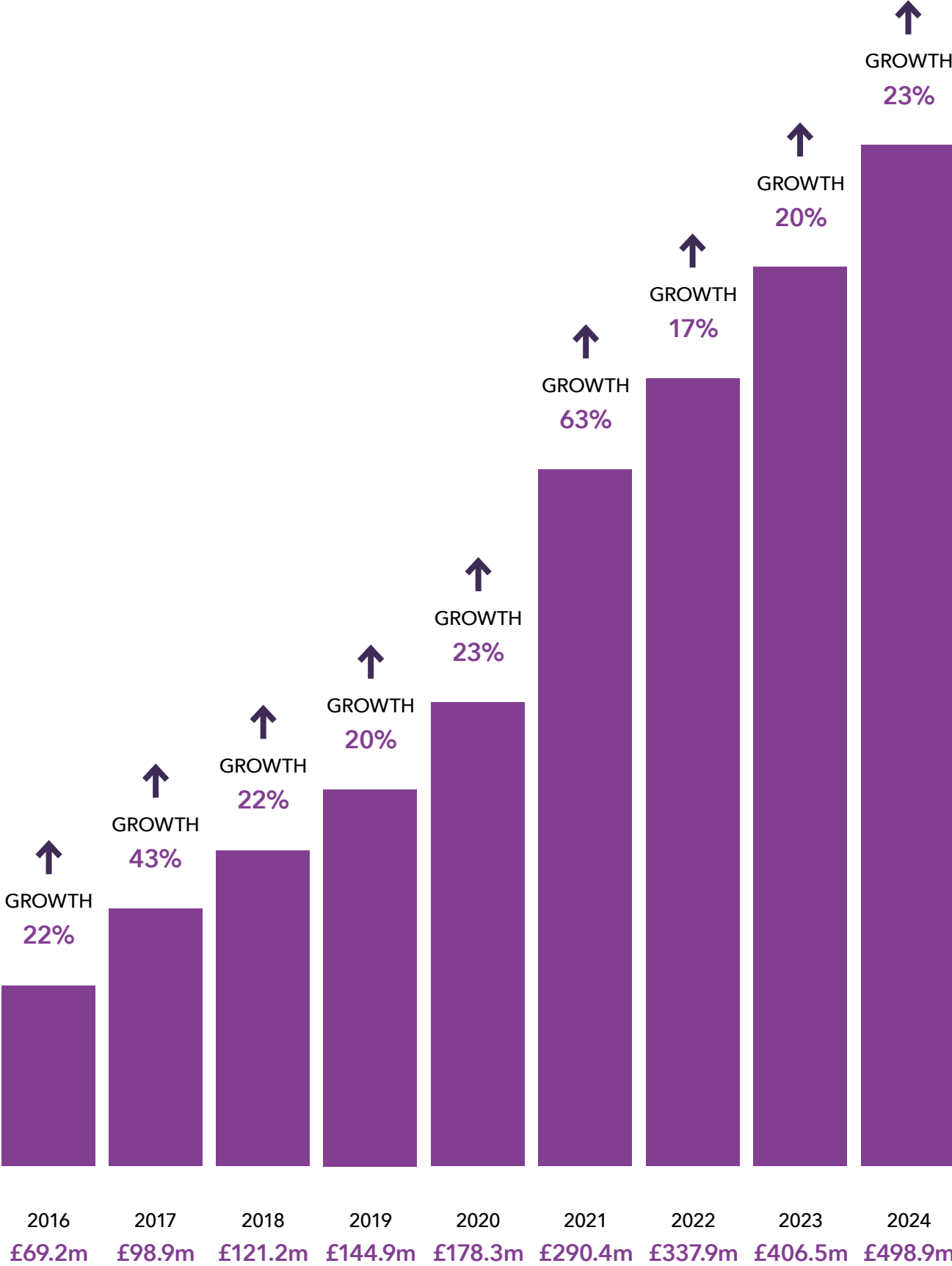
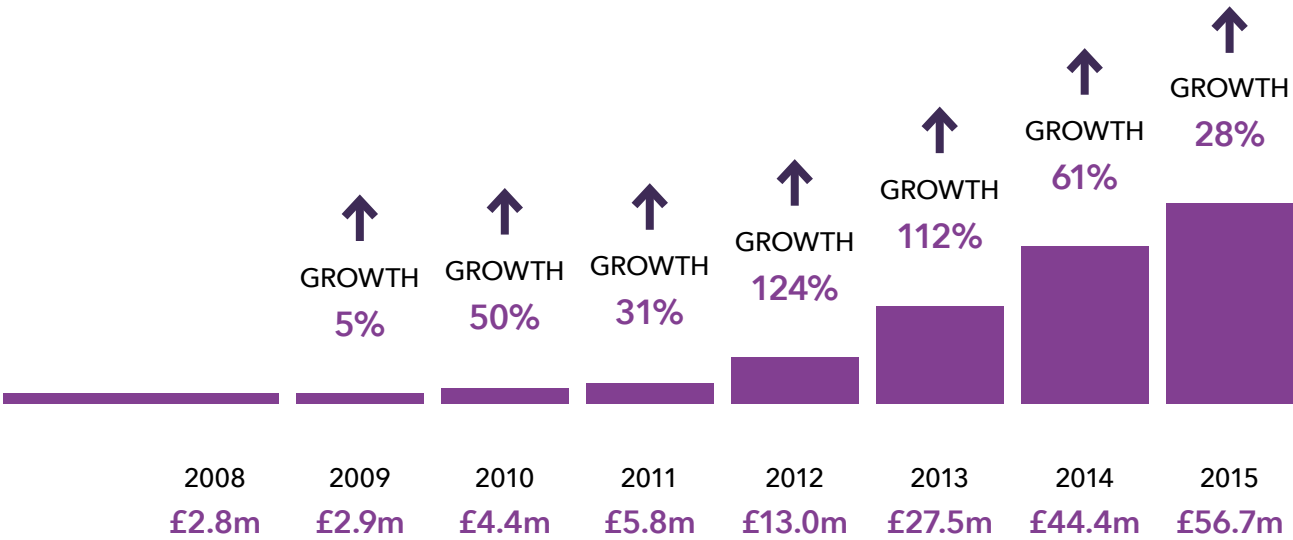
Group gross revenue

Our diverse income streams create a predictable and sustainable recurring income for the Group. This gives us the ability to commit to serving our clients for decades to come, riding out tough times and following a long-term strategy to look after our clients as they grow their money, enjoy their retirement and pass wealth to the next generation.

Compound annual growth rate

↑38%

Since launch in 2008.



2020 and 2021 figures are restated following the adoption of International Financial Reporting Standards ("IFRS") from 1 January 2020, previously reported under UK Accounting Standards, FRS 102. Please refer to the 2022 True Potential Group Limited consolidated financial statements for full disclosure.

True Potential Group Limited was incorporated on 15 December 2015 and acquired True Potential LLP in 2016. All revenues from 2016 are that of the consolidated group of True Potential Group Limited. Revenue prior to 2016 are that of the True Potential LLP Group and its subsidiaries.

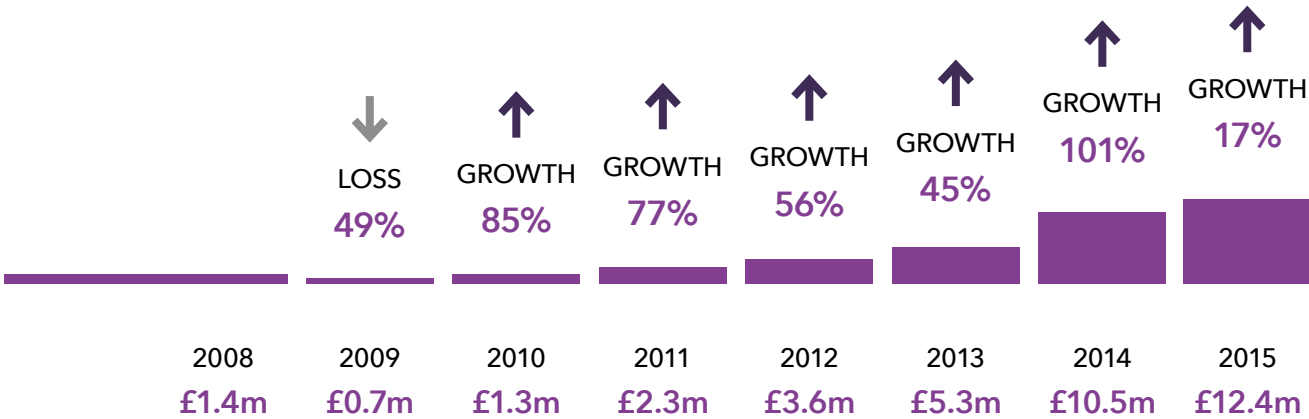
Group adjusted EBITDA*

Our integrated model is entirely unique in the industry and has generated continued growth for over a decade. We're able to reinvest this profit to innovate and improve our business, offering better technology and services to our clients year-on-year and ensuring our standards remain incredibly high.

Compound annual growth rate

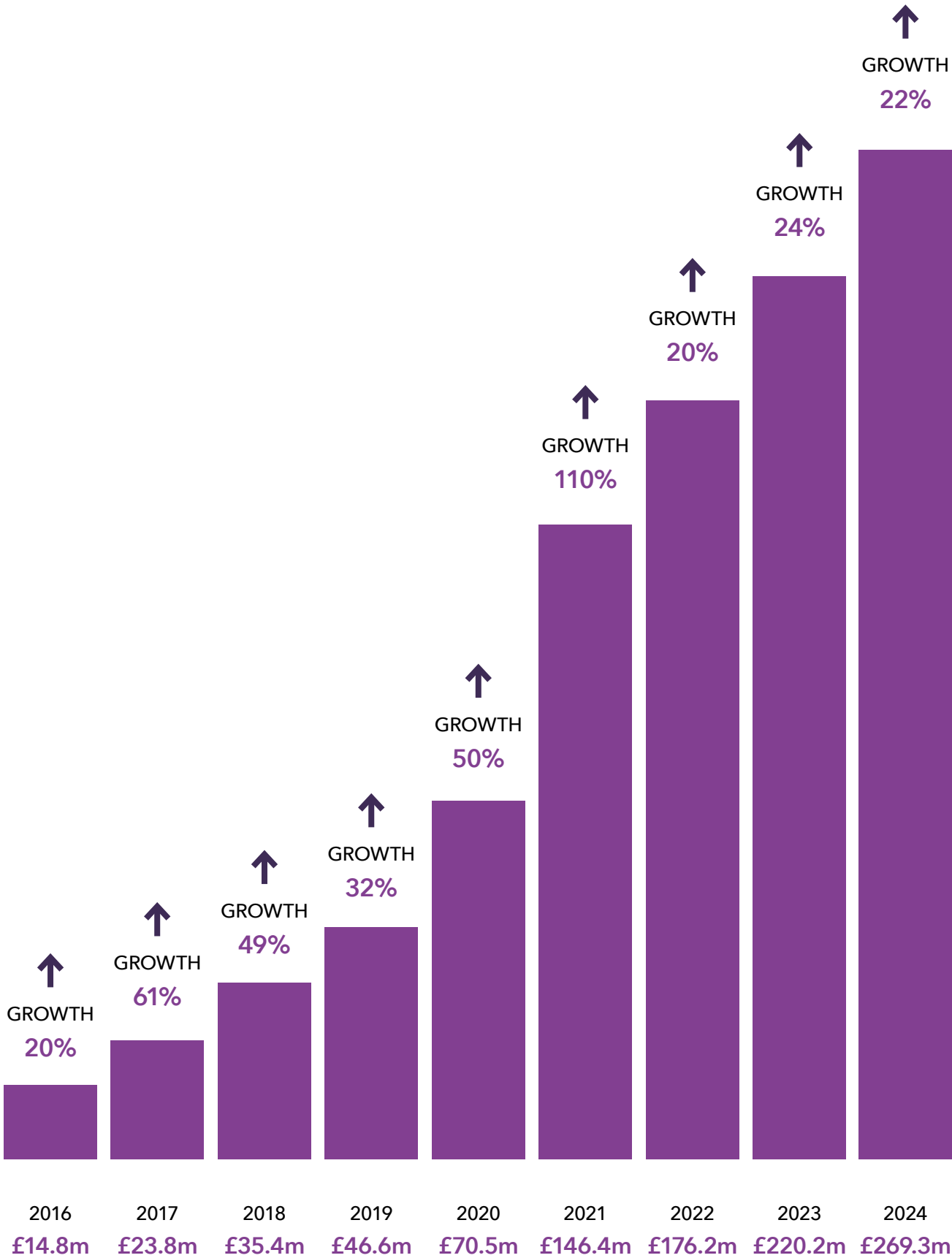
↑39%

Since launch in 2008.



*Earnings before interest, tax, depreciation, amortisation, as well as exceptional items.

2020 and 2021 figures are restated following the adoption of International Financial Reporting Standards ("IFRS") from 1 January 2020, previously reported under UK Accounting Standards, FRS 102. Please refer to the 2022 True Potential Group Limited consolidated financial statements for full disclosure.



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Award-winning

From the start of the business in 2007, True Potential has always been award-winning. We are incredibly proud of this recognition, as it highlights our commitment to providing industry-leading technology and outstanding service to both advisers and clients.

In 2024 we were delighted to have been recognised with even more major industry awards across the financial advice community and financial services sectors, with our largest amount won in a single year.



Awards won in 2024

18

Awards won since launch

106



Back Office Support



Platform Provider



Pensions and Protection Provider



Discretionary Fund Manager



Investment Provider



Outstanding Achievement



Europe's Long-Term Growth Champions



Best Investment Firm (Highly Commended)



Best Platform Provider (AUM up to £40 billion)



Best Platform Service



Best use of Technology



Custody Deal of the Year



FinTech Business of the Year



Most Innovative use of Technology



Wealthtech Firm of the Year



Technology Firm of the Year



Marketing Campaign of the Year



Best Mobile/Online Access



With investing, your capital is at risk.
Investments can fluctuate in value and
you may get back less than you invest.

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True Potential LLP is registered in England & Wales
as a Limited Liability Partnership No. OC380771.

www.truepotential.co.uk