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Cofunds and Intelliflo create strategic partnership to power adviser efficiency

Cofunds, the leading general investment platform in the UK, is set to extend its integration with Intelliflo to provide straight-through processing functionality.

Intelliflo's leading web-based business management software, Intelligent Office, can already access information from Cofunds, giving clients a richer picture of investor portfolios. The new strategic partnership will see joint development of a groundbreaking two-way integration, comprising:

- New client records set-up in Intelligent Office will automatically create a client record on Cofunds, so users will not have to then create a separate record on the platform, saving time and reducing the potential for errors
- Trading via Cofunds that can be triggered from within Intelligent Office using Intelligent Office screens. This means users can manage their client transactions from the core client record and not have to perform a separate action on the platform by rekeying data
- Settled transactions and portfolio valuations that will be pulled back from Cofunds to Intelligent Office, ensuring that the back office is kept up-to-date and always shows the latest, most accurate information

The system will be made available to all existing Intelligent Office users who are registered to use Cofunds and both firms will work collaboratively on business opportunities.

Cofunds, Commercial Director, Adam Smith said: "We appreciate that our clients' point of sale and back office administration systems are central to their whole operation. Our new partnership with Intelliflo brings together what we do best with what they do best, with the aim of helping advisers to streamline their processes and cut out waste and inefficiency.

We're determined to forge partnerships with best-in-breed technology suppliers to ensure Cofunds is the best connected platform in the market."

Intelliflo's Chief Executive Nick Eatock added: "We are very excited about having deepened the integration with Cofunds by building in significant time-saving and financial efficiencies for advisers in one simple yet powerful tool. This is yet another valued partnership for us and we look forward to continuing our relationship with Cofunds".

Neil Messenger, Partner - National Head of Financial Planning at Grant Thornton commented: "Efficient administration is a key concern for our business, so anything that can help us to reduce the wasted effort of duplicating client records and using multiple systems is a good thing. We welcome the partnership between Cofunds and Intelliflo as we use both systems, and look forward to seeing how the plans develop".

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About Cofunds

Cofunds is the leading general investment platform for advisers and other financial institutions, with assets under administration of over £60 billion. It provides flexible administration and management services for advisers and their clients as well as dealing and custody services for financial institutions. It does not offer investment management or advice, nor does it compete with advisers by offering its services direct to the end client. Cofunds exists to serve the needs of institutions, advisers, their clients, and fund managers. Cofunds is wholly owned by Legal & General and authorised and regulated by the Financial Conduct Authority.

*Source: Legal & General (as at 05/11/13)

About Intelliflo

Intelliflo (www.intelliflo.com) has been providing information technology services to financial services companies since its formation in 2004. Its leading web-based business management software, Intelligent Office, helps financial businesses large and small to improve efficiency and increase profits. Intelligent Office supports over

1,100 firms and 10,000 users with assets under advice of £139 billion (as at 31 October 2013).

In July 2013 HgCapital, a leading European private equity investor in B2B technology companies, became a majority shareholder in Intelliflo Ltd. HgCapital has a wealth of expertise in developing web-based software businesses and is committed to supporting the next phase of Intelliflo's growth.

Intelliflo has won the Professional Adviser 'Best Technology/Software Provider' award, voted for by Financial Advisers, every year since 2010.