

Press information

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Polson to take centre stage at Nucleus event

Leading platform analyst and commentator, Mark Polson, is to deliver the key-note speech at Nucleus' annual strategy event being held in Birmingham tomorrow.

At the event, Polson, who as principal of consultancy firm the lang cat is regarded as a leading authority on the platform industry in the UK, will share his vision of the future of the sector with an audience of over 100 adviser firms.

In a speech entitled "Win: Where do platforms go from here?", Polson will take a detailed look at the characteristics of platforms he thinks will do well post-RDR with particular attention to the crucial areas of profitability, use of technology and focus.

In addition to "some jokes", Polson says he will also be "looking at some of the wizard wheezes and sharp practices being seen in the market that advisers should be aware of".

Commenting, David Ferguson, chief executive of Nucleus said: "Mark is one of the smartest people in the industry. His knowledge of the platform market is second to none and it is a great privilege to have him presenting at our annual strategy day."

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Notes to editors:

About Nucleus

Nucleus Financial Group is an online wrap based business platform.

Nucleus was founded in 2006 by a number of high quality advisers who shared a commitment to create a market where advisers have the infrastructure and desire to place the client centre stage.

Since foundation Nucleus has established itself as a major force for change in the market. It is now a community of adviser businesses who through ownership and control of the business process seek to create a better customer experience.

The management team is led by David Ferguson chief executive, and offers extensive experience across all areas of the UK retail financial services market.

As at 21 January 2013 assets under administration on the platform were £4.7bn.

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