



# Today, Tomorrow & Beyond.

2023 Annual Update.

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## 2023 highlights.

# £407 million

Group turnover for 2023

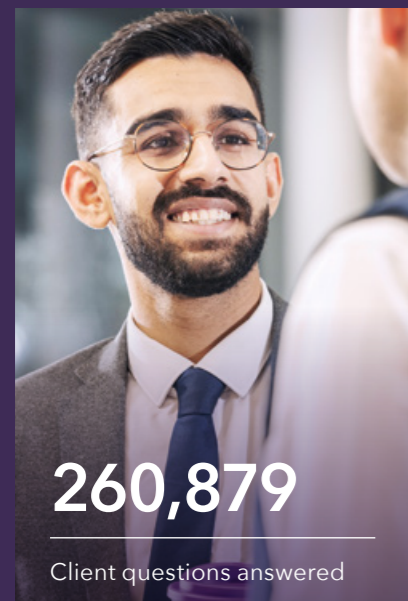
### 500,000+

Clients benefit from our products and technology



# £220 million

EBITDA for 2023



### #1

Investment platform and fund manager based on net flows in 2023



# 39,852

Clients receiving help after reaching their pension goal

# 8.1 million

Client logins by app and online



### 430,400

Pensions managed for our clients' retirement plans

# £28 billion

Assets on the True Potential Platform at the end of 2023



Watch our Year in Review 2023



# Chief Executive's update.

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I'd like to start this annual update by thanking you, our clients, for placing your trust in us to do more with your money. It is a huge privilege to look after your money and to help you realise your goals to provide financial security for you and your loved ones.



**Daniel Harrison**  
Chief Executive  
True Potential

While there is much that we can control, there are many elements that we cannot. 2023 was a difficult year for financial markets around the world, with continued overseas conflict and political instability. In spite of all this, our strategy proved once again to be successful. All of our True Potential Portfolios reported positive performance for 2023 and our message to clients throughout the year was to stay the course. Those that did, reaped the rewards.

The underlying strength in our business is clear for all to see within the numbers contained in this annual update. We have broken through £400 million of group turnover, and as I write this note, more than £30 billion of assets are held on our platform, a 22% increase year on year. This comes against a backdrop of a widening financial advice gap and an industry that is haemorrhaging assets as they pay the price for poor client service.

The secret to our success is really no secret at all because we've been doing it for 18 years. We were founded on client-first principles, which means personalised ongoing advice supported by technology that is simple, effective and unique. Using that technology, clients logged into their True Potential accounts 8.1 million times last year and this is part of the reason why the 2023 Consumer Duty regulations proved to be no barrier to us at all. Instead, they validated our approach that puts the client first and the business performance reported in this document is evidence that this is the correct strategy.

We are positioned perfectly to continue delivering an exceptional service for our clients today, tomorrow and beyond.

Of course, much has changed since True Potential was founded in 2007, which is why constant innovation is required to deliver sustained growth. In 2023, we continued to develop our products and services to meet the demands of our clients, with digital annual suitability reviews and a new beneficiary service ensuring wealth can be passed seamlessly between generations. We further explored the possibilities offered by artificial intelligence, successfully integrating it into our customer service.

The business growth figures in this update do not happen by accident. They are the product of an excellent strategy and on that note, I would like to pay tribute to our former Chairman, Sir David Harrison, who stood down from that role in 2023. Sir David is a founding partner of True Potential and with over four decades in this industry, I am delighted to say that this business will continue to benefit from his expertise in his new role as our Strategic Adviser.

We have translated a great strategy into a business that grows profit each year by having a committed team of people driving it forward. Therefore, I would like to personally thank all of my colleagues at True Potential and our hard working financial adviser partners. Thank you all for making 2023 another year of success.

We have a lot to look forward to in 2024 and I am excited to see what we will deliver for our clients.

With the right people in place and products that performed as intended in volatile markets, I know that we are positioned perfectly to continue delivering an exceptional service for our clients today, tomorrow and beyond.



# Foreword from the Chairman.

It is with great pleasure that I present my first Chairman's statement for the True Potential Group, having transitioned from Deputy Chair to Chair in October 2023 when Sir David Harrison stepped down from the role.



**Andrew Sibbald**  
Chairman  
True Potential

Sir David is surely among the most impressive innovators and entrepreneurs in the UK wealth management sector in living memory and his impact on True Potential's success has been enormous. It is therefore a great privilege to have taken over from him at this important moment in the Group's development.

Everyone reading this update will understand that 2023 was a challenging year for the UK economy and investment markets. Inflation remained high throughout most of the year and the Bank of England raised interest rates to a level not seen since 2008 with a consequential impact on the cost of living and savings rates. Encouragingly, we started to witness a decline in inflation towards the end of the year although interest rates are yet to adjust materially.

Despite these significant macro headwinds, I'm pleased to say that in 2023 True Potential achieved its 16th consecutive year of strong growth. Assets under management at the end of the year had increased to £28 billion, up from £23 billion in 2022. As the UK's leading digitally-led fully integrated wealth management firm, we continue to help more people across the UK do more with their money.

Our clients are and always have been at the heart of our business, and we continually strive to deliver good outcomes to enable them to achieve their goals. We remain focused on our regulatory obligations including Consumer Duty and look forward later in 2024 to publishing our inaugural Task Force on Climate-Related Financial Disclosures (TCFD) report.

Always at the front of our minds is our unwavering commitment to serve our clients to the best of our ability as we seek to protect and grow their wealth for the long term.

During 2023, we made several changes to our Board. Ben Thorpe joined the Group as Chief Financial Officer in 2023, having previously served as Chief Financial Officer at Brooks Macdonald and was appointed to the Board in July.

Maxim Crewe from our majority shareholder Cinven was appointed as a Director in September, replacing Caspar Berendsen, Neil Johnson departed in February, and post the year-end in January 2024 Samy Jazaerli also stepped down from the Board. I would like to thank Caspar, Neil and Samy for their significant contributions to True Potential and the Board during their tenures.

Our Board has been further strengthened by the appointment of independent Non-Executive Directors Karina McTeague and Stephanie Bruce, in September and November 2023 respectively.

Karina previously served as Chief Risk Officer at Visa Europe and Lloyds Banking Group North America, and has held senior roles at the Financial Conduct Authority, while Stephanie was most recently Chief Financial Officer at Abrdn and previously Head of Financial Services Assurance at PwC UK. Together, they bring extensive commercial experience covering financial services, banking and payments, regulation, risk, governance and strategy.

I am confident that all of our new Directors will make a very valuable contribution to the Board as we seek to build upon True Potential's success into the future.

The future promises significant macro-economic and political uncertainty that as a Board and Management Team we will need to navigate carefully, including UK and US elections towards the end of 2024. Always at the front of our minds is our unwavering commitment to serve our customers to the best of our ability as we seek to protect and grow their wealth for the long-term.

# Outgoing perspectives from the Founder and Former Chairman.

Both in my former role as Chairman and in my current role as Strategic Adviser to the Board, like you, and the other founders of True Potential, I am an investor in the True Potential Portfolios. I am also invested in a range of other UK and overseas wealth managers. I therefore follow market developments closely and the markets in 2023 were at best a mixed bag, against which True Potential competed strongly.



**Sir David Harrison KGCM, DUniv, MBA**  
Strategic Adviser to the Board  
True Potential

What drives markets is a mixture of events and few people can ever predict what the best course of action will be. This is the reason for our Portfolio approach. If you achieve 7.1% growth every year, your money doubles every 10 years (known as the rule of 71, which also says that 10% growth doubles your money every 7.1 years). In 2023 the True Potential Balanced Portfolio grew by 7.9% and the Growth + Portfolio by 9.77%. In contrast, the UK's long term economic growth has been 1.45% on average over the last 20 years.

True Potential takes a global approach to managing your money, diversified by manager, style, asset class and geography. This is called Advanced Diversification. In 2023, the largest 500 US companies grew by 26.3% while the top 100 UK companies grew 7.7%, highlighting the importance of diversification and longevity in investments.

In addition to this, 2023 was an example of why it is best not to attempt to time the markets, as the growth occurred in the final quarter. It is time in the market, not timing the market, that counts and remaining invested when markets dip.

The political picture last year was challenging and, with Labour averaging a 20 percentage points lead in opinion polls, it looks like 2024 could see a change in the ruling party. Keir Starmer needs a 12.7% swing from the Conservatives to form a majority government - even larger than the 10.2% swing Tony Blair secured in 1997. He appears to be on course to achieve it.

We need a country that is welcome to business. Jobs provide levelling up, and the work that we do at the Harrison Centres for Social Mobility look to assist with this. Whatever happens, True Potential's only focus is on what we provide for our clients, irrespective of which party forms a government or who is in Downing Street. Markets will price in any change well in advance, as will True Potential. True Potential's job is to position you so that no matter what occurs over the medium to long term, your money grows faster than inflation.

Here is a secret: in all our years of growth we have never over-planned. Our belief has always been that planning too far ahead can lead you to miss opportunities to innovate, as that wasn't in the plan. Our guiding vision has been that if you focus on the client, and build for the client, and take advantage of what is right in front of you, then the rest will take of itself.

You will not be surprised to hear that I am immensely proud of what True Potential has achieved since the business was founded in 2007 and I'm excited for the future as that guiding vision remains in safe hands with Daniel Harrison continuing to lead the business. I am bullish about True Potential's prospects. I favour disruption as a model for advancing change and creating opportunities.

True Potential is, as some would describe it, an anti-fragile organisation - one that benefits from change as other organisations flounder.

After all what doesn't kill you, will cure you.

Whatever happens,  
True Potential's only  
focus is on what we  
provide for our clients.

## Our mission.

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As the UK's leading wealthtech firm, our mission is to overcome the UK Advice Gap. We aim to help people across the UK do more with their money, by providing expert financial advice, innovative investments, dedicated support and award-winning technology.

Whether it's planning for retirement, investing for growth, or simply taking control of the family finances, we've got the expertise to help, backed up with more than a decade of success.

## We help our clients plan for today, tomorrow and beyond.



### 1. Today

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Our blend of regulated financial advice and fully-integrated technology puts our clients firmly in control of their money. We work with 20% of UK financial advisers and provide products and technology to over 500,000 clients. We now look after £30 billion of assets invested on our True Potential Platform and by giving clients 24/7 access to their investments, they're empowered to take action throughout their journey.



### 2. Tomorrow

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The need for expert financial advice and planning remains imperative for building long-term wealth, and it's our aim to help clients understand their own situation and retirement goals. Our industry-leading technology has allowed us to innovate and enable clients to seamlessly track their investments as they progress towards their goals, accessing personal advice whenever they need to.



### 3. Beyond

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Our role in looking after our clients doesn't just stop at retirement. We offer financial advice to help shape their family future and pass real wealth to the next generation. Our Inheritance Tax and Estate planning service links seamlessly with personal accounts for beneficiaries, as well as Junior ISAS and Pensions to help clients secure their legacy.



# The Advice Gap.

As part of our mission, we aim to tackle an issue in our industry that has seen an alarming rise in the number of clients unable to access expert financial advice through a regulated and qualified financial adviser. This is called the Advice Gap.

With around 40% of financial advisers projected to retire in the next five years and very few new entrants to the industry to replace them, we believe the UK's Advice Gap is set to widen.

This could leave over 1.8 million clients without access to financial advice and the expertise needed to reach their long-term financial goals.

Without professional advice, clients are less likely to make informed decisions, potentially leading to poorer investment performance and financial management. It also increases the risk of being targeted by scammers and bad actors, by removing a layer of protection for clients.

A reduction in the number of financial advisers could also mean that people with fewer assets will find it even more difficult to find an adviser, opening the door further to unregulated financial advice on social media and risky financial products like cryptocurrencies.

The Advice Gap presents a true challenge for the UK as it affects the financial stability and wellbeing of millions of citizens.

**At True Potential, we believe we have the answer - one we have been working towards since our launch back in 2007. Our unique model aims to provide solutions to clients and financial advisers - today, tomorrow and beyond.**

You can learn more about the Advice Gap and how we're working to close it at:  
[www.truepotential.co.uk/impact](http://www.truepotential.co.uk/impact)




This isn't just about numbers.  
It's about the financial wellbeing of millions of people across the UK.

**Daniel Harrison**  
True Potential Chief Executive.



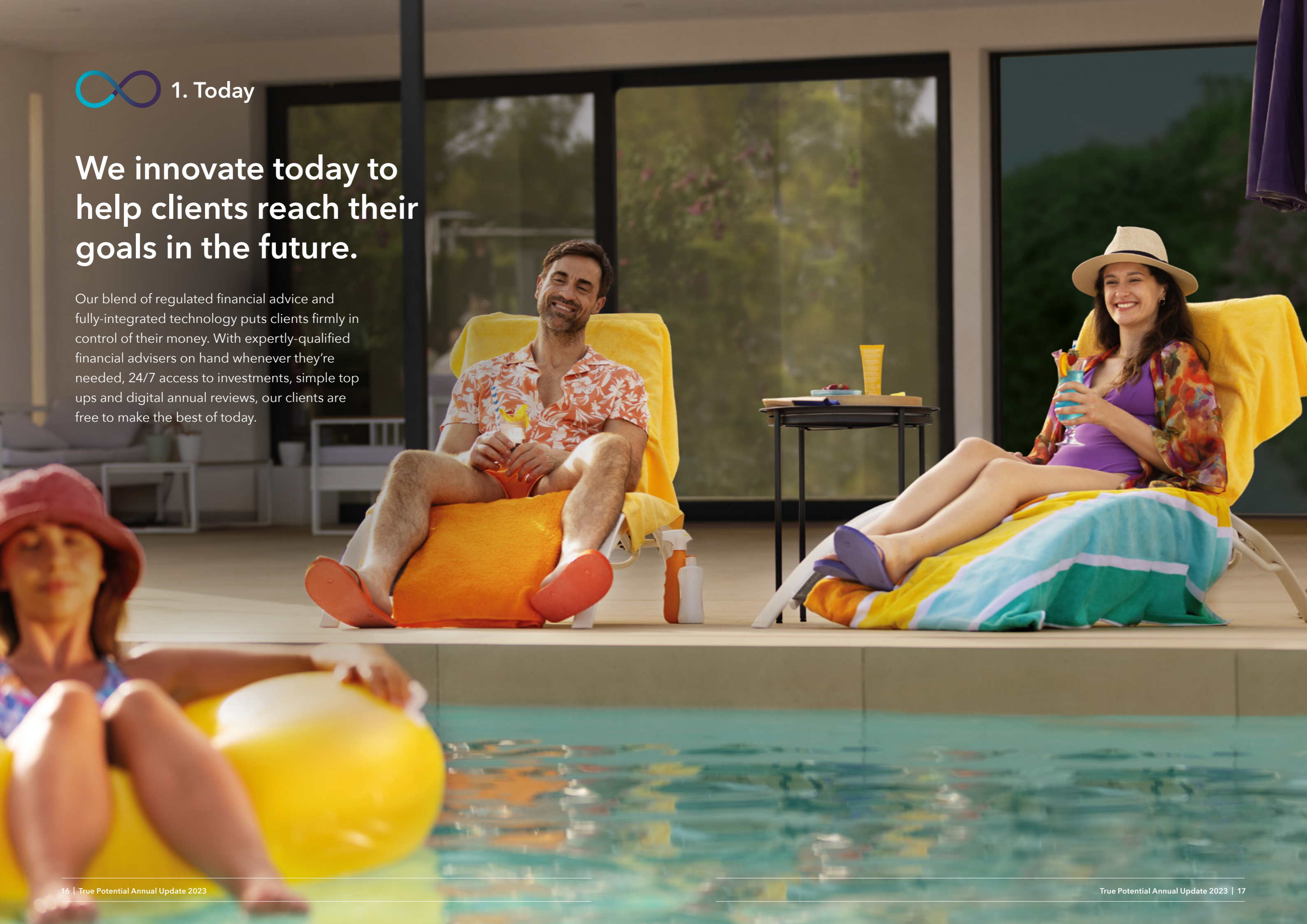
\*True Potential Consumer Savings and Debt Data 2022



 1. Today

## We innovate today to help clients reach their goals in the future.

Our blend of regulated financial advice and fully-integrated technology puts clients firmly in control of their money. With expertly-qualified financial advisers on hand whenever they're needed, 24/7 access to investments, simple top ups and digital annual reviews, our clients are free to make the best of today.





## Today, we work with 20% of UK financial advisers and provide products and technology to over 500,000 clients.

By the end of 2023, £28 billion of assets were invested on the True Potential Platform. At the time of writing, this has now reached £30 billion, with more than 160,000 clients benefiting from True Potential Wealth Management's hybrid advice service. The effort and resource we put into servicing clients is paramount to what we do, and the care we deliver is reflected in our 'Excellent' rating on Trustpilot.

By giving clients 24/7 access to their investments, they're empowered to take action throughout their journey - whether that's setting their financial goal, tracking performance, topping up or managing their drawdown payments. Our personalised service and unique approach helps revolutionise the way clients interact with their financial adviser, moving to a client-driven approach.

In 2023, we saw a total of 8.1 million client logins, with 6.4 million through our mobile app. The app was also enhanced with a CarPlay feature to allow clients to listen to our daily content directly through their vehicles.

Our innovative investment solution, the True Potential Portfolios, uses a pioneering approach known as Advanced Diversification. This blends together multi-asset strategies from a range of expert fund managers, finding opportunities for growth that others can't replicate.

With full transparency over their money, clients can self-serve and contact their financial adviser whenever they need to. When clients choose to get in touch, they're supported by our dedicated Relationship Management Team, who are available to help from 7am to 8pm weekdays and 8am to 12pm on Saturdays. In 2023, the team handled an incredible 105,249 phone calls, 33,510 emails, 33,450 live chats and 88,660 secure messages to help our clients do more with their money.

# 160,000+

Clients benefit from hybrid advice

★ Trustpilot  4.9 out of 5

# £30 billion

Assets invested on our True Potential Platform

# 500,000+

Clients using True Potential products and technology

# 8.1 million

Client logins

# 6.4 million

Mobile app logins

# 4.9/5.0

Rated excellent on Trustpilot

Our in-house development and technology teams allow us to remain agile and adaptable in providing our clients with seamless integration and cohesion. It means we can develop and release new updates throughout the year, innovating and delivering new features to power the end-to-end client journey and help clients do more with their money.

In 2023, we also further updated our digital Annual Suitability Review process, to help our clients get even more from our service.

Throughout the year, clients completed over 97,000 reviews through our unique technology. Where a requirement for financial advice was identified, we automatically alerted both the client and their financial adviser - meaning we provided expert advice where and when it was most needed.

We also maintained our excellent retention rate, with 97% of our True Potential Wealth Management clients choosing to continue investing with us.

We've developed cutting edge personal finance tools to help our clients find new ways to do more with their money. By linking their bank account, we'll analyse spending habits, help set personal budgets and show them ways they could save more to reach their goals earlier.

Through our newly expanded True Potential Rewards feature, clients can even top up their investments without having to find any extra money. With cashback available from over 4,000 merchants, our clients made £2.6 million of purchases through True Potential Rewards in 2023, adding the cashback to their investments at no extra cost.

With True Potential Round-Ups, we can round-up purchases to the nearest pound and invest the difference, meaning clients can even add to their investments when they're spending.

The last year has shown that there is still so much more to be excited about as we look to the future together. True Potential achieved its 16th year of consecutive growth, and in 2024, we'll continue to innovate at speed and maintain the standards we set, providing our services to an ever-growing client base.

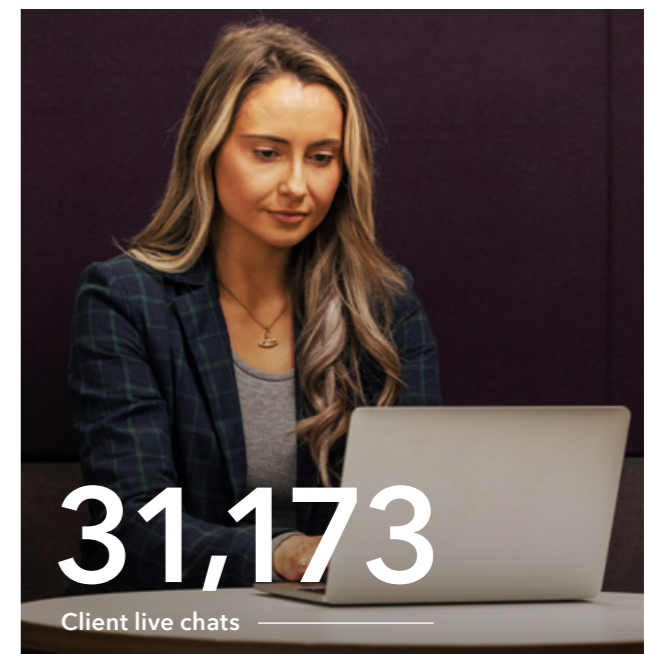
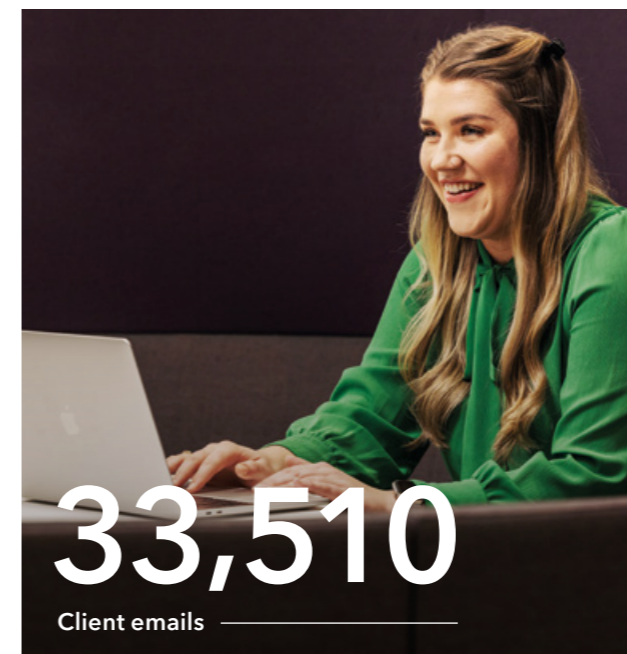


**97,000**

Annual Suitability Reviews completed




Of True Potential Wealth Management clients choose to keep investing with us







 2. Tomorrow

**We're not just about today, we're here for tomorrow.**

Expert financial advice and planning remains essential for building long-term wealth. Our products and services are built around our clients and with our industry-leading technology putting users at the forefront of advice, we help our clients remain in control of 'their tomorrow.'



## Our goal is also to ensure our clients understand their own situation and have full control of their long-term plan.

In October 2023, we launched a major marketing campaign focused on encouraging people in the UK to think more about their long-term financial goals - whether that's growing wealth, focusing on their family future or planning for retirement.

The majority of our clients are investing over the long-term for their retirement by using a Personal Pension, with many also making use of a Stocks & Shares ISA to protect their assets from Income and Capital Gains Tax.

One of the ways we help clients save for tomorrow is through impulseSave®. We make it easy to top up an investment in minutes, which has the potential to grow and compound over the years and decades to come. We've seen £789 million invested by impulseSave® since launch - proving small changes can make a big difference.

For regular investors, we've also made contributing each month as simple as possible. Clients can set up, review and amend a direct debit through their financial adviser or directly in their account. Since launch, we've handled £529 million of contributions by direct debit.

As specialists in Pension Drawdown advice, we also help clients to plan and manage withdrawals from the day they retire to leaving behind a legacy for their family.

There are many regulatory requirements facing clients wishing to use Pensions freedoms to drawdown from their retirement pots, which is why we launched our client-led drawdown process. We know the demand for financial advisers' time is as high as ever, and this empowers clients to request withdrawals without requiring advice - but always offering it where needed.

The need for financial advice doesn't stop at retirement. That's why we help our clients to plan and take the right amount of money at the right time - making the most of tax efficiencies and enjoying their lives after work.

# 26,859

Clients using our drawdown technology

# 38,633

Number of clients with an active Direct Debit

# £529 million

Value of Direct Debits since launch

# £789 million

Invested by impulseSave® since launch

According to the Pensions Policy Institute, in 2022 approximately £26 billion was sitting in 2.8 million 'lost' Pension pots, with a further £3 million in pots not matched to their owner. That's why in 2023 our Client Facing Missing Pensions service was developed, designed to make finding lost Pensions as simple as possible.

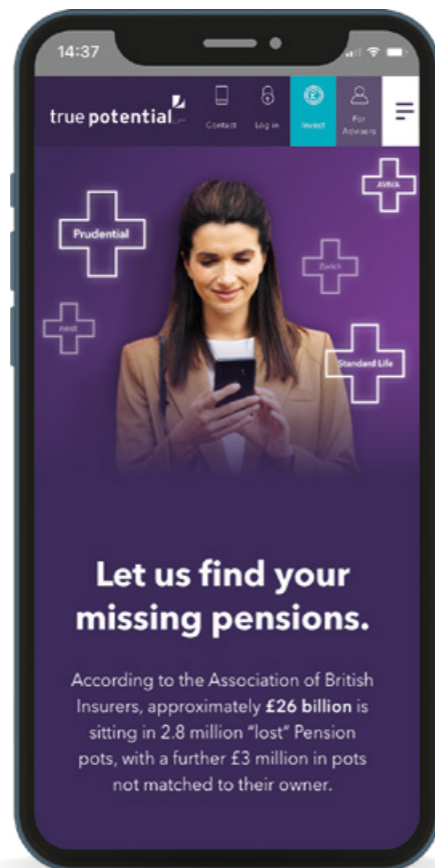
Clients simply need to provide us with a few details using our online Pension finder form and our expert team will do the work. We'll have a Client Account Manager contact them as they move through the process to update them on the search, current status and final stages of recovering their money.

We're also keen for Artificial Intelligence (AI) to play an important role in our plans for the future. Our view of AI is to use it in a smart way to enhance our capabilities where we can augment tasks or free up financial advisers to spend their time on valuable conversations with clients.

Recently, we've been working on our 'Generative AI' functionality, where clients receive a personalised audio summary of their account, including market updates, changes to their net wealth and notifications of any unread secure messages or documents.

Notwithstanding these enhancements, the role of the financial adviser cannot be underestimated. As markets change and investments fluctuate, effective advice is dependent on the accuracy of ongoing information and personal relationships. Despite the many benefits of AI, one thing it cannot replace is a financial adviser.

We've always been at the forefront when helping clients plan for tomorrow. With our unique blend of expert financial advice and industry leading technology, we plan to be there for many years to come.



We help our clients to plan and take the right amount of money at the right time.



 3. Beyond

## We're here for the next generation - and beyond.

Our role in looking after clients doesn't end at retirement. Our aim is to help people do more with their money, and that extends to helping clients plan beyond their own future and focus on their family legacy.





## Our aim is to provide industry-leading products and services to allow clients to reach their goals - for their family future and beyond.

Our specialist range of products combined with expert financial advice can help parents create a great start in life for their children.

In 2023, we launched a Junior Pension for under 18s to help parents or guardians start investing for their children earlier.

For those ready to save money specifically for their child's future, our Junior ISAs provide a tax-efficient way to invest up to £9,000 each year for each child they are a parent or guardian to. Anyone can add to the Junior ISA, making it a useful account for investing in a child's future - for example grandparents or extended family.

In March 2023, we launched an industry-leading multi-channel campaign to engage existing clients and their beneficiaries, introducing them to our specialist beneficiary service.

We've always helped our clients pass their wealth to the next generation, but they can now send their beneficiaries an activation link to create their own account and start investing before they inherit.

Over 109,000 clients have named at least one beneficiary, helping ensure their money passes efficiently after their death - that covered £17.9 billion of client's hard-earned retirement savings in 2023.

It means beneficiaries can engage with us before they inherit, giving us the opportunity to build a relationship and familiarity so they have easy access to a financial adviser when the time comes.



# 109,000+

Clients have named a beneficiary

# £17.9 billion

Of clients' investments have a beneficiary

# 55,000+

Beneficiary packs sent to clients



We also feel it's important to help our local communities do more in order to reach their true potential.



In October, we began a campaign aimed at addressing the pressing need for increased financial literacy among children before they leave school. As part of our 'On the Money' Initiative's first phase, 115 True Potential Wealth Management Partners volunteered to visit schools nationwide to provide personal finance lessons to over 30,000 students.

We've always made sure not just to focus on today or tomorrow, but what lies beyond, for our employees, financial advisers and clients.

Our aim is to help people do more with their money, now and in the future.

**We'll continue to develop our products, services and campaigns to help everyone in the UK reach their true potential.**



On the  
**m£ney**  
with True Potential

**30,000+**

Students provided with personal finance lessons



# Community & charity.

One of our core values is helping our local charities and communities do more for those that rely on them for support.

# £1 million+

Raised for charity in 2023



Our charity partner, The Harrison Foundation, is a shareholder in the business, so the more we succeed, the more our communities can benefit. Charities around the UK and overseas benefitted from over £1 million of donations from True Potential and The Harrison Foundation in 2023.

This included additional support for St Oswald's Hospice, where the Foundation's donation enabled the charity to purchase vital new equipment for its patients.

Alongside six established Harrison Centres for Social Mobility, a variety of other charities and good causes also received donations to enable them to continue having a positive impact in local communities.

There was continued support for Sunderland's Foundation of Light and the Newcastle United Foundation, where two further Harrison Centres are based. These partnerships, first established in 2017, have now seen hundreds of people aged 13-17 progress with qualifications and confidence into employment.

Last year also saw a £220,000 donation to Mowden Hall in Northumberland to create 'The Harrison Theatre', providing students and the local community with a versatile space for artistic expression and skills development. The project includes installing flexible seating, new lighting, and a complete facelift for the theatre, creating an inspiring and multi-purpose venue that will instil pride and confidence in all those who use it.

In 2023, against the backdrop of rising prices and pressure on charity budgets, The Harrison Foundation was proud to step up once again and support our long-standing partners as well as building new partnerships.

Charities around the UK and overseas benefitted from over £1 million of donations from True Potential and The Harrison Foundation.



# Sustainability.

We understand that clients want to maximise returns in a way that is sustainable over the long-term, not only for their investments but for the world and communities around them.

True Potential continues to develop and evolve its work in this important area.

We remain a signatory of the UN Principles for Responsible Investment (UNPRI). Our partners are also all signatories. The UNPRI has six principles against which fund managers are reviewed, each with the overall aim of creating a long-term economically efficient and sustainable global financial system.

The work this year has built on the progress that was reported in the last annual update. In particular, the following areas have been notable:

- We have conducted the assessment of climate-related risk and opportunities in accordance with Task Force on Climate-related Financial Disclosures (TCFD) framework. The results will be published in the entity and product reports by the end of June 2024.
- We have engaged market leader MSCI to provide data on climate related risk metrics for all True Potential funds.
- We have reviewed the Sustainability Assessment Framework and evolved our questionnaire that is sent to True Potential fund manager partners. In the questionnaire, we have given greater focus to climate-related issues and have expanded the section on engagement.

All this work is done with the aim of continuing to ensure that True Potential and our partners remain good stewards of our clients' capital. We are pleased with the progress made over the year.

As a large and growing company, we're also conscious of our direct impact on the environment. We use energy saving materials, low-energy lighting and maintain the office living walls to increase indoor air quality.

One of the major changes we have made is how we use utilities. We carried out a data-led analysis of gas and electricity consumption alongside the ventilation system in the building and made sure the operational hours were reduced to working hours only.

Comparing energy usage between March to December 2022 with the same period in 2023 showed a 70% reduction in gas consumption and 10% reduction in electricity use - despite a significant increase in the number of staff on site.



As a large and growing company, we're also conscious of our direct impact on the environment.



# Our 2023 awards.

During 2023, we were delighted to receive several industry awards, adding to our trophy cabinet throughout the year.



Our first award of 2023 came from the Professional Adviser awards in April. We were delighted to be the proud winners of 'Best Support Service for Advisers'. We were also highly commended for the 'Adviser Firm of the Year' award for the North East.

We were pleased to have been named 'Digital Champion' for the fourth year running by NextWealth, celebrating the unique digital offering we have developed for over 500,000 clients and the 20% of UK financial advisers that benefit from our services to grow their businesses.

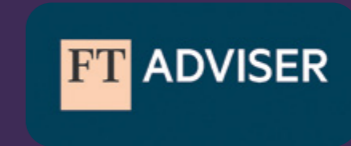
In the third quarter of the year, we were one of only two platforms mentioned by Fundscape as coming top of the adviser platforms charts during a challenging moment for the industry.

We also topped advised net sales tables throughout 2023, as noted by the Lang Cat.

In September we celebrated an award-winning week, picking up five industry awards across the UK Platform Awards, the Moneyfacts Awards, and the Money Marketing Awards.

To round off the year, we secured another five awards at the Financial Adviser Service Awards, including five-star service for Pension and Protection Provider, Back Office Support Services and Discretionary Fund Management.

The awards are recognition of the excellence we strive for across our products and services to help our clients reach their true potential.



Pension and Protection Advisers  
★★★★★

Discretionary Fund Manager  
★★★★★

Investment Provider  
★★★★★

Best Office Support Service  
★★★★★

Platform Provider  
★★★★★



Best Platform Service  
Best Platform Provider



Best Support Service for Advisers  
North East Adviser Firm of the Year  
(Highly Commended)



Best Online Service  
Best Use of Technology  
(Highly Commended)



Best Retirement Advice Firm



Digital Champion



Best Financial Adviser  
(Highly Commended)



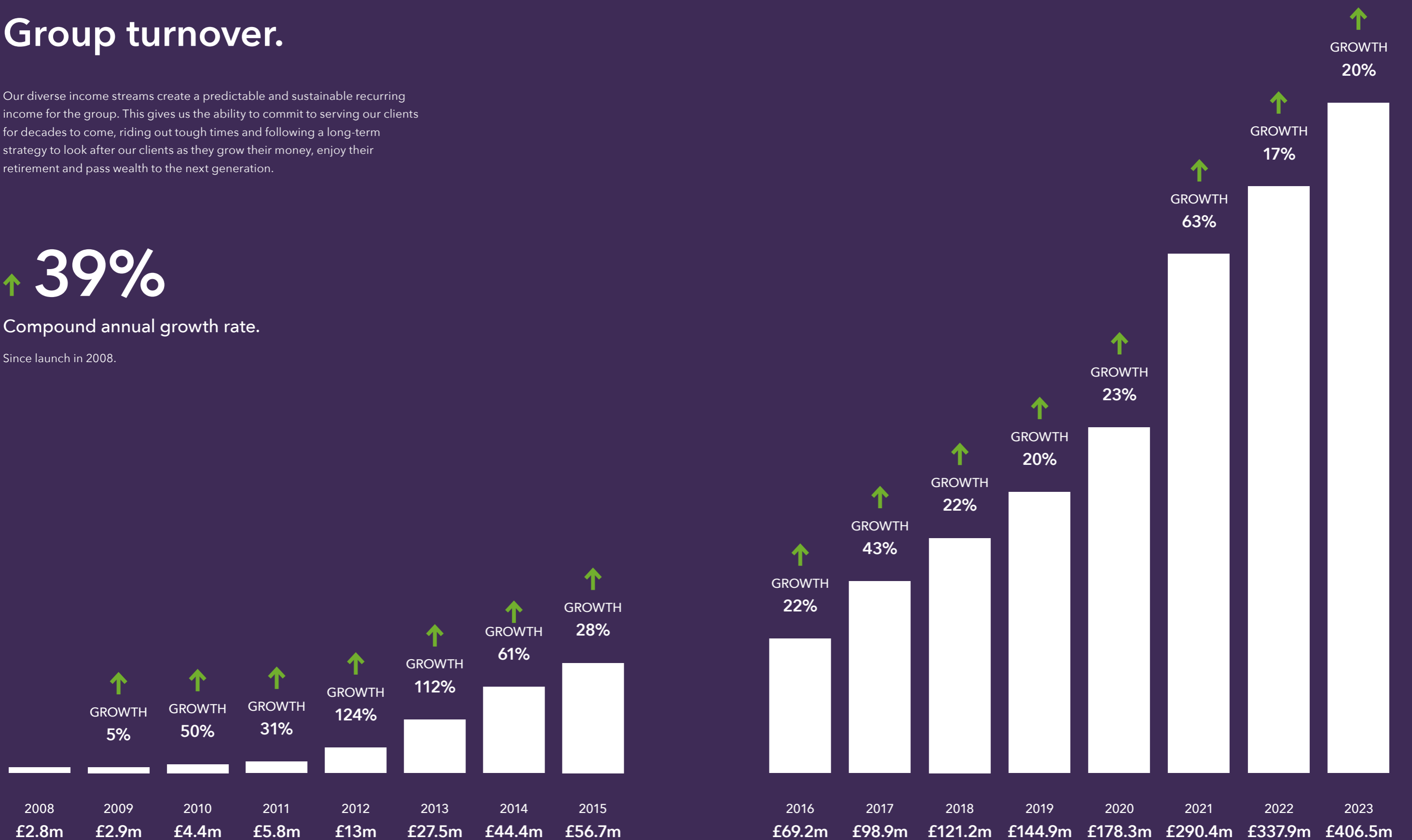
# Group turnover.

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.

↑ **39%**

Compound annual growth rate.

Since launch in 2008.



2020 and 2021 figures are restated following the adoption of IFRS (International Financial Reporting Standards, IFRS 1) from 1 January 2020, previously reported under UK Accounting Standards, FRS102. Please refer to the 2022 True Potential Group Limited consolidated financial statements for full disclosure.



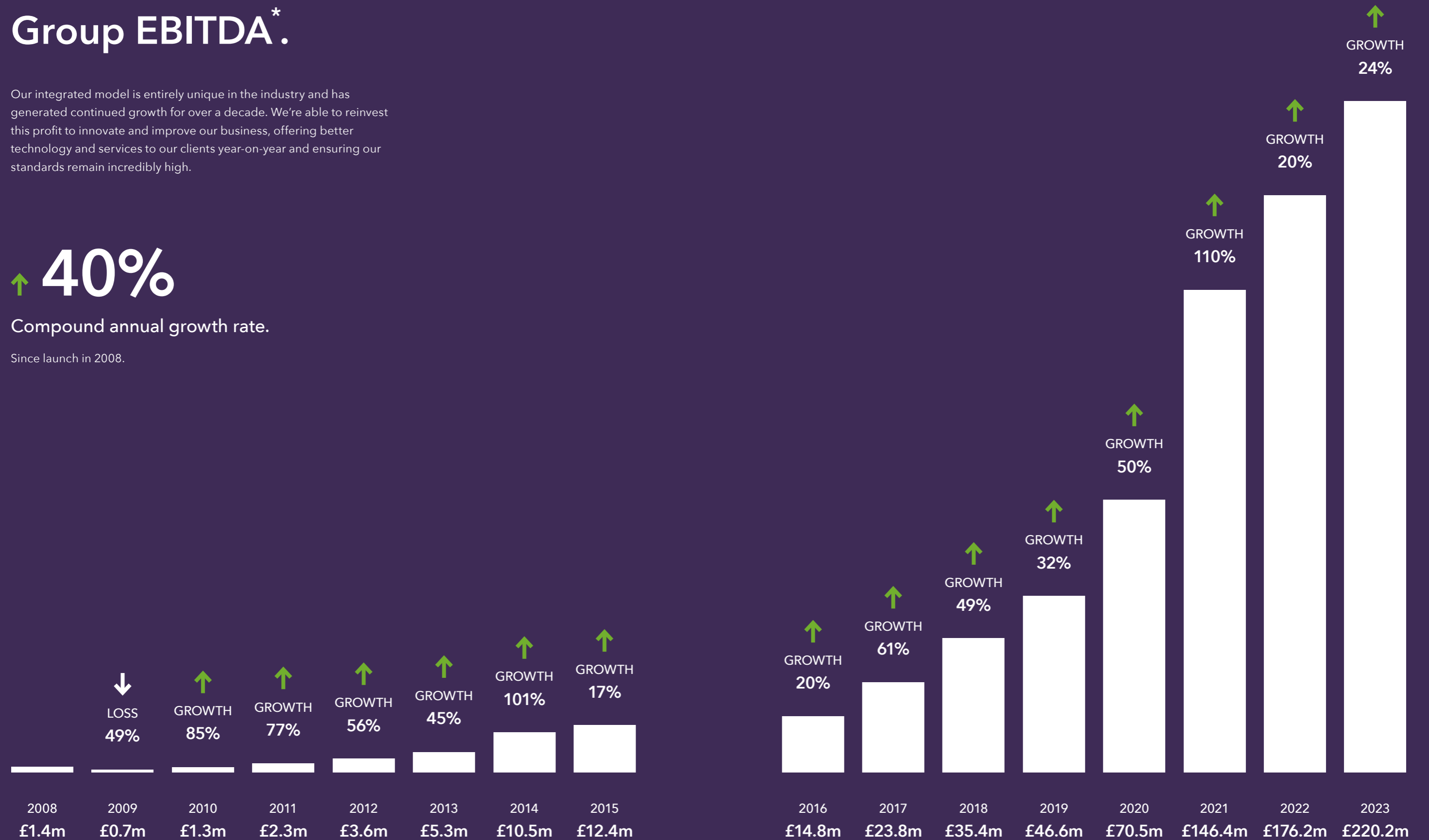
# Group EBITDA\*

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.

↑ 40%

Compound annual growth rate.

Since launch in 2008.



\*Earnings before interest, tax, depreciation and amortisation.

2020 and 2021 figures are restated following the adoption of IFRS (International Financial Reporting Standards, IFRS 1) from 1 January 2020, previously reported under UK Accounting Standards, FRS102. Please refer to the 2022 True Potential Group Limited consolidated financial statements for full disclosure.







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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