



To: News Editors

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BLUEFIN SELECTS INTELLIFLO AS STRATEGIC PLATFORM

Bluefin, the new major financial services provider incorporating established advisory businesses, including Thinc Group, PIFC and SBJ Benefit Consultants, will be supported by IT specialists IntelliFlo in delivering a comprehensive strategic transformation programme to provide excellent client service.

Having undergone a technology review of all the software suppliers in the market, Bluefin selected IntelliFlo as an important part of the application infrastructure that will underpin their business model. This infrastructure will be delivered in a series of releases throughout 2009.

Bluefin has commenced rollout of IntelliFlo's Intelligent Office across the private client divisions of its business. The programme, which includes a very large rollout and migration of advisers and data from a range of desktop back-office solutions, will enhance services to Bluefin's advisers, allowing them to provide more effective client services. The programme places Bluefin in an extremely competitive position as the new advisory landscape emerges in light of recent Retail Distribution Review proposals.

Mark Turner, Director of Strategy and Operations, Bluefin, commented, "As the new national brand for high quality financial advice, Bluefin is pleased to work with IntelliFlo to enhance our client service offerings through 2009 and beyond. Intelligent Office plays an important role in helping us to deliver the consistently high standards our clients expect with the efficiency our business demands."

Intelligent Office offers a comprehensive range of front and back office features to its users, including full fact find; TCF tools, research tools; suitability letters; client management; workflow visualisation; compliance; risk-based file checking; automated reconciliation, commissions and payment. Dashboards provide summaries of work in

progress and quick navigation across the system keep Intelligent Office's organisational power at its users' fingertips at all times.

Nick Eatock, Chief Executive Officer at IntelliFlo said, "We have been working with Bluefin for some time now and I am absolutely delighted that they have recently selected us ahead of other providers in the marketplace. This will allow Bluefin to realize its business strategies and facilitate an integrated service model for clients and advisers."

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Issued on behalf of IntelliFlo by Quill PR.

For further information please contact:

Fiona Harris 020 7758 2233 / fiona@quillpr.com

Abigail Koch 020 7758 2238 / abigail@quillpr.com

Nick Eatock, IntelliFlo 020 8481 1110 / nick.eatock@intelliflo.com

Louise Johnstone, Smithfield 020 7903 0674 / LJohnstone@smithfieldgroup.com

Mark Turner, Bluefin 020 7621 2400 / mark.turner@bluefingroup.co.uk

Editor's notes

IntelliFlo (www.intelliflo.com) has been providing Information Technology services to financial services companies, both large and small since its formation in 2004. Its team of dedicated IT and business professionals have expertise across many different markets and technologies, with proven experience delivering effective solutions to a wide range of business needs. In the last year alone IntelliFlo has made over 1,000 major enhancements to Intelligent Office and continues to deliver further improvements at a rapid rate. Intelligent Office is the fastest growing solution in the marketplace now with 6,000 users.

IntelliFlo won the "Best Technology Software Provider" award in the Professional Adviser Awards 2007 and the "Most Enterprising Company Award" in the Annual UK Business Achievement Awards 2008.

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