



## Helping customers understand their investments

Liberty's *Own Your Life* brand campaign recognises that people want to be able to invest in products that meet their needs and help them to progress financially throughout life.

*Own Your Life* is about helping our customers to understand their investments, offering investment products that give our customers flexibility and control, and delivering inflation-plus returns on these products.

### New product names are relevant and easier to understand

While most people want to create a long-term investment plan, they can be overwhelmed by the number of investment options available.

We have therefore streamlined our range of investment products to take away this complexity while continuing to offer enough choice and a range of inflation-beating portfolios to help us deliver on our investment promise to customers.

Customers cannot have control over something they do not understand which is why we have also renamed these products in line with well-known industry names that describe what the product aims to achieve. For example, the Excelsior 300 Series Capital Bond has been renamed *Investment Plan* and the Excelsior 600 Series Capital Bond is now the *Flexible Investment Plan*.

### Investment growth to beat inflation

Capital preservation ranks highly with our customers so we will soon be marketing a range of products focused on delivering inflation-plus returns. This will ensure that our customers' investments stay ahead of inflation and provide further growth at a reasonable rate of risk.

We will also offer more aggressive investment solutions for investors who are prepared to take on a higher level of risk in seeking greater returns.

We recognise the importance of working with our customers and giving them meaningful advice to ensure that our investment solutions meet their financial goals. For investment advice, please speak to your financial adviser or call us on 0860 456 789.