

LV= Asset Management Funds To Be Offered By Verbatim



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LV= Asset Management (LVAM), the fund management arm of mutual insurance and investment group LV=, has reached an agreement to offer the LV= Managed Portfolio fund range via Verbatim Asset Management, the investment firm launched by The SimplyBiz Group in February 2010.

LV= Managed Portfolios are global, unfettered, multi manager funds that are managed to reflect client risk profiles 4 to 7 within Dynamic Planner, the leading client risk profiling tool used by some 18,000 advisers in the UK. Verbatim is offering SimplyBiz Member Firms and Compliance First Clients use of its own risk assessment tool - powered by Dynamic Planner - to better match product solutions to clients' risk profiles completely free of charge.

Verbatim offers member firms a compliant and robust process that stretches from the assessment of client needs, through the determination of the right investment mix to meet those needs, and the selection of high quality products appropriate to the client's asset allocation. Clients will benefit from suitable product matching, while advisers can be confident that TCF and RDR considerations will have been addressed.

Robin Brown, Investment Sales at LVAM comments: "We've long been an advocate of constructing meaningful client solutions, and the S&P A-rated LV= Managed Portfolios fit squarely into this camp. Managed to a specific risk profile, rebalanced daily, and with the asset allocation

flexibility to take risk off the table if market conditions dictate, these funds offer peace of mind to clients and advisers."

LV= Asset Management joins Henderson Global Investors, Ignis, Architas, Schroders and F&C as part of the Verbatim proposition.

- Ends -

About

LV=

LV= is a registered trademark of Liverpool Victoria Friendly Society Limited (LVFS) and a trading style of the Liverpool Victoria group of companies.

LV= offer a range of insurance products including [home insurance policies](#), [motor insurance](#), life insurance, [pet insurance](#) and [50 plus life cover](#).

LV= employs around 4,000 people, serves over 3.8m customers and members, and manages around £9.3bn (as at 31 March 2010) on their behalf, via LV= Asset Management (LVAM). We are also the UK's largest friendly society and a leading mutual financial services provider.

LVFS is authorised and regulated by the Financial Services Authority, register number 110035. LVFS is a member of the ABI, the AFM and ILAG. Registered address: County Gates, Bournemouth BH1 2NF.

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