

PRESS RELEASE FOR IMMEDIATE RELEASE FROM

THE TRANSPARENCY TASK FORCE

Robin Powell Appointed Ambassador

Robin Powell, Founder of the Evidence-Based Investor has been appointed Ambassador for the Transparency Task Force, the campaigning community dedicated to driving up the levels of transparency in financial services.

Powell commented: “I am very honoured to act as an Ambassador for the Transparency Task Force, it’s doing an excellent job on behalf of ordinary investors, and I look forward to playing my part. The investing industry is riddled with conflicts of interest. There are far too many intermediaries involved, and the smoke-and-mirrors culture that exists in the City of London allows market participants to serve themselves without passing on commensurate benefits to the consumer. Productivity gains are simply being distributed within the industry.

The answer lies in much greater transparency. Only when investors can clearly see how much they’re paying can they make a meaningful judgement on the value, or lack of it, they receive. Because of opacity the outcomes achieved by consumers are substantially sub-optimal. This has to change if the sector is ever to win back the confidence of the investing public.”

Andy Agathangelou, Founding Chair of the Transparency Task Force commented: “Robin is as a passionate about the need for greater transparency in the world of investments as we are, so it’s fantastic to have his support. He and his organisations do an amazing job helping people to see through financial fog so they can make rational decisions based on insight and understanding, not marketing hype. Robin is helping investors wise up to the ‘tricks of the trade’ of the investment world so they can become immune to the market conditioning that

prevails”.

For further information please contact
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Notes to Editors:

About Robin Powell.



Robin Powell was a TV reporter, producer and presenter for more than 20 years, working for Sky News, ITV and for The Sunday Politics on BBC 1. He reported from locations including Baghdad, Soweto and Guantanamo Bay, and made award-winning documentaries on the Holocaust and on Britain’s Romany Gypsy community.

He is the founder of Regis Media, which provides niche content and social media management for growing fiduciary businesses. For three years he was a consultant to Sensible Investing TV, for whom he produced and presented the highly acclaimed online documentary How to Win the Loser’s Game. He also works as a brand journalist and content marketing consultant for advisers in Europe, North America and Australasia.

Robin is a member of the Chartered Institute of Journalists and was a Visiting Media Fellow at Duke University in North Carolina.

Married with two children, Robin lives in rural North Warwickshire and works in Birmingham. A former intern on Capitol Hill, Robin has supported a number of lost political causes over the years, and a few sporting ones, including Aston Villa Football Club and the England cricket team.

About Evidence Based Investor

See <http://www.evidenceinvestor.co.uk>

About Regis Media

See <http://regismedia.com>

About the Transparency Task Force:

The Transparency Task Force is the campaigning community dedicated to driving up the levels of transparency in financial services, right around the world.

We believe that higher levels of transparency are a prerequisite for fairer, safer and more efficient markets that deliver better value for money and better outcomes to consumers.

Furthermore, because of the correlation between transparency and trust, we expect that our work will help to repair some of the self-inflicted reputational damage that the financial services sector has suffered for years.

Market reaction has been extremely positive to the Transparency Task Force and we have been able to build a campaigning community of over 120 volunteers that works through five teams:

- The Costs & Charges Team; led by
 - Ralph Frank, CEO DC (UK) at Cardano
 - Neil Morgan, Senior Pension Trustee at Capita Asset Services
 - Jon 'JB' Beckett, UK Research Lead, APFI

- Jonathan Parker, Principal, Jonathan Parker Consulting
- Graham Cook, Head of Portfolio Solutions at Macquarie Securities
- Shyam Moorjani, Partner, RSM Tenon
- The Data Team; led by
 - Chris Connelly, Principal Consultant at Aquila Heywood
 - Stewart Bevan, Product Manager, Benchmarking at KAS BANK
 - Iain Clacher, Associate Professor in Accounting & Finance, Leeds University Business School
 - David Rich, CEO, Accurate Data Services Ltd
- The Rational Decision-Making Team; led by
 - Henrik Pedersen, Managing Partner & Co-Founder at Clerus
 - Alan Salamon, Managing Director at Corpias
 - Mark Miller, Employee Benefits Consultant at Barclays Corporate & Employer Solutions
- The Stewardship Team; led by
 - Rachel Haworth, Policy Officer at ShareAction
 - Sarah Wilson, Chief Executive at Manifest
 - Barry Mack, Client Director at Muse Advisory
 - Emma Craig, Marketing Specialist at KAS BANK N.V.
 - Paul Hewitt, Senior Business Development Manager at Vigeo Eiris
 - David Weeks, MNT at Lovells and Co-Chair, AMNT
 - Janice Lambert, Independent Pensions Consultant
- The International Best Practice Team
 - Paul Secunda, Professor of Law and Director, Labor and Employment Law Program at Marquette University Law School, Milwaukee
 - Iain Fryer, Head of Research, Chant West

The Transparency Task Force is known for its highly collaborative and inclusive approach and has successfully reached out to the Pensions and Lifetime Savings Association, the Pensions Management Institute, the Association of British Insurers, the Investment Association, the Trades Union Congress, CFA Society UK and many other leading bodies and professional associations.

The Department for Work and Pensions, The Pensions Regulator and the Financial Conduct Authority have attended meetings, observing developments and engaging where appropriate to do so.

Our initial focus of attention is the workplace pensions market as it offers the opportunity to positively impact the welfare of millions of people in old age.

We are calling for the investment and pensions industries to place greater emphasis on transparency and value for money moving forward, in line with the direction being given by governments and regulators around the world. This will be welcomed by all right-minded market participants, pro-consumer professional associations and trade bodies.

www.transparencytaskforce.org

About Andy Agathangelou:



- Founding Chair of the Transparency Task Force www.transparencytaskforce.org which is campaigning for greater levels of transparency in financial services, right around the world
- Founding Chair, Friends of the Association of Member Nominated Trustees www.amnt.org which represents lay trustees involved with the effective stewardship and governance of occupational pension schemes. Successes include the Red Lines Voting initiative
- Founding Chair, CIPP's Friends of Automatic Enrolment www.friendsofae.org which has brought together market participants involved in implementing the Government's AE policy. It now has 1,400 members and 18 Regions around the UK

- Chair, Pensions BIB, the collaborative group that created the free and open data standard for auto enrolment www.papdis.org to help drive up efficiency and data security in the payroll and pensions markets
- Governor, the Pensions Policy Institute
www.pensionspolicyinstitute.org.uk
- Member, Advisory Board to the Investment Association's work on Cost Disclosure