



13 May 2022

Important changes

As you know, the Ascentric platform was purchased by M&G plc in September 2020 and we became part of the newly launched M&G Wealth. Last year we rebranded our website, marketing emails and social media channels, and this year we're rolling out the final phase of the rebrand programme.

We're now getting closer to completing this last phase. Over the next few months the platform and literature will be rebranded to M&G Wealth and the old Ascentric logo will be removed.

Here's what's happening over the next few weeks.

Contacting your clients

As we did at the time of the sale to M&G plc, we'll be contacting your clients to let them know about the changes to the brand. As well as raising awareness of the rebranding of the platform and literature, we'll also be letting them know about some minor Term changes including the change to our registered address. [This communication](#) will be sent, next week, depending on their contact preferences.

The full details on what's been updated in the Terms will be included in the Quarterly Valuation Statement communications in July.

Product names

We're also going to change the product names that currently reference Ascentric. These are as follows:

Product type	Current name	New name
ISA	Ascentric ISA	M&G Wealth ISA
GIA	Ascentric GIA	M&G Wealth GIA
SIPP	Ascentric SIPP	M&G Wealth SIPP

Change of registered address

As part of this work, we're changing our registered address. Our current registered address is Trimbridge House, Trim Street, Bath BA1 1HB and will become 10 Fenchurch Avenue, London EC3M 5AG. But, if you're returning any applications or forms to us you should continue to use our correspondence address: M&G Wealth, Trimbridge House, Trim Street, Bath BA1 1HB.

Next steps

There's nothing you need to do, we're providing you with this update for your information. We'll be back in touch when the work has finished, to let you know when the changes have gone live.



Richard Denning
CEO

Call us on **0345 076 6140**

Lines open 8:30am to 5:30pm Monday to Friday