



M&G wealth

30 May 2022

We've rebranded the platform and more...

Over the weekend we've made a number of changes to the platform. Many of these are important foundations for new, upcoming proposition and service developments, to provide you with a more efficient and effective platform. And you'll notice we've rebranded the platform to M&G Wealth too.

We've listened to your feedback and while you may not notice all of the changes we've made, they have all been designed to help deliver a dependable and consistent platform for you and your clients with the mission of providing you with the industry's best platform experience.

[Visit the website to find out more](#)

Contacting your clients

We've previously let your clients know that the platform is rebranding. For reference, [here's a copy](#). We'll be providing them with further information on the changes that have been made to their Terms, through their next Quarterly Valuation Statement in July. These are all non-material and don't require advance notification.

You may want to speak to your clients about the rebranding of the platform and literature to help avoid any confusion they may have now that the Ascentric logo has been removed. We have also added a note about the rebrand to the platform login page as well as a message on the phones if they call in.

Important information on Ascentric branded applications

We understand that some applications or other literature might already be with your clients. Rather than asking for them to be completed again, we'll continue to accept old Ascentric branded literature for the next three months. We'll remind you when the deadline for no longer accepting these old items gets closer.

If you have any questions about these changes, please contact the Client Service team on **0345 076 6140** or [by email](#).



Richard Denning,
CEO

Call us on 0345 076 6140

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

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As detailed in your Terms, we will send you information relating to the M&G Wealth Platform via email. These emails will only contain non-promotional, necessary information and as such there is no option to unsubscribe from them.

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