

Corporate announcements

Standard Life Aberdeen plc to become Abrdn plc



We are proud to introduce our new single brand and name: Abrdn. The new name (pronounced "Aberdeen") will be part of a modern, agile, digitally-enabled brand that will also be used for all the Company's client-facing businesses globally.

[Read more](#)

Annual General Meeting 2021



Our Annual General Meeting (AGM) 2021 is scheduled to take place on Tuesday 18 May 2021 at 2pm. We will be broadcasting the AGM live by webcast and shareholders can submit questions.

[Read more](#)

Full year results 2020 and strategy update



On 9 March we issued our full year results 2020 and announced our strategic priorities and growth ambitions.

[Read more](#)

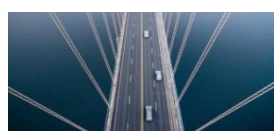
Simplification and extension of our strategic partnership with Phoenix Group



In February we announced a simplification and extension of our strategic partnership with Phoenix. As part of the agreement our asset management partnership has been extended until at least 2031; we purchased the Wrap SIPP, Wrap Onshore Bond and UK Trustee Investment Plan businesses; and we agreed to sell the "Standard Life" brand to Phoenix which simplifies the original sale of our Standard Life long-term insurance business.

[Read more](#)

Sale of Parmenion to Preservation Capital Partners to simplify our business



In March, we announced the sale of Parmenion to Preservation Capital Partners for proceeds of up to £102m as part of the strategy to simplify our Adviser business around its core propositions – Wrap and Elevate.

[Read more](#)

Heng An Standard Life (HASL) granted final approval to open its pensions insurance company in China



HASL is the first foreign joint venture business to have received approval of a pensions licence. The opening of a pensions business reflects the strength of our proposition, the relationships the company has built in the region, and our ongoing commitment to the Chinese market.

[Read more](#)

Investments

Targeting sustainability in responsible investing to improve our clients' long term returns



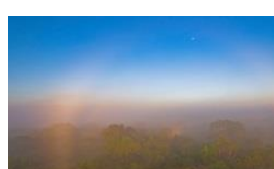
We aim to empower clients to make better informed investment decisions to help them navigate this era of rapid change and continue to enhance our range of responsible investing products and capabilities:

[SLA joins the Net Zero Asset Managers initiative](#)

[ASI launches Multi Asset Climate Solutions Fund in partnership with The Big Issue Group](#)

[ASI expands ESG expertise in Private markets team](#)

Building on existing capabilities to provide solutions for investors



In response to growing Institutional demand for income, the new Dynamic Multi Asset Income Fund offers an alternative and highly liquid approach to investors. The fund brings together the full range of tools from our Multi Asset team to provide a new way of targeting a high income stream with a high level of reliability.

[Read more](#)

Building our Private Markets Real Estate business



In March Tritax EuroBox, a closed-end fund managed by our recent acquisition Tritax, significantly exceeded their fund raising target of approximately €200 million raising €230 million. This fundraise will allow the fund to capitalise further on the significant opportunity that currently exists in the continental European logistics real estate market.

[Read the Fund announcement here](#)



The ASI European Long Income Real Estate Fund has deployed all first close capital, and is fully financed to target level. The fund is now considering a number of further investment opportunities that will interest investors looking to participate in further closes this year.

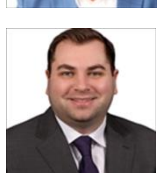
[Read more](#)

Senior leadership team appointments to support our strategic priorities



René Buehlmann has been appointed CEO of the Asia Pacific business, effective 1 March 2021. René will be responsible for driving the company's global strategy in the region.

[Read more](#)



Chris Demetriou, formerly Head of Americas, will lead the Investments vector across the UK, EMEA and Americas effective 1 April 2021. The broadened remit will drive greater commercial focus and help to deliver sustainable growth.

[Read more](#)

Adviser

Demonstrating the strength of our platforms



Independent financial information business, Defaqto, has announced its 2021 Ratings. Wrap and Elevate platforms have retained Gold Ratings for service. In addition, AdviserAsset has awarded its highest accolade to our Wrap and Elevate platforms.

www.defaqto.com

www.adviserasset.co.uk

Personal

Developing our direct to customer offerings with the launch of Choices by SLA app



In March we launched the Choices by SLA app. The app uses open banking technology and allows customers to review their personal budgets and make savings and investments choices, including the Choices by SLA ISA with more products coming soon.

www.choicesbysla.co.uk

Aberdeen Standard Capital strengthens regional presence



We have strengthened our leadership and presence in the North of England with the appointment of Steve Scott as Head of Private Clients in Leeds. Steve will lead our expanding Leeds team, bringing over 20 years' experience in managing discretionary multi asset portfolios as we reorient around client needs.

[Read more](#)

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