



Introducing abrdn to your clients

For advisers to use with their existing and new clients

What you need to know about abrdn

Earlier this year, abrdn plc (formerly Standard Life Aberdeen plc) announced its plans to move to a new single brand – abrdn, pronounced 'Aberdeen'.

abrdn is the single brand that will be used globally across all its businesses. This includes its platforms, Wrap and Elevate, which were previously branded 'Standard Life'. The platform names remain the same and are now referred to as abrdn Wrap and abrdn Elevate.

The dedicated support team at abrdn remains exactly the same too and the company continues to be committed to delivering a quality service and a great experience for its clients and customers.

If you currently have savings and investments with the company, please be reassured that this change has no impact on them and that there's no need for you to take any action.

Moving from many brands to a single brand helps connect the best of what abrdn can offer its clients and customers. This includes easy access to a wide range of savings and investment solutions. It also allows abrdn to step up its delivery of what matters most to you, giving you and your adviser the capability and enhanced tools to plan, save and invest for your future, creating more opportunities for life.

Your adviser can access the best products at the right price to meet your needs. And with abrdn's expertise, there's a renewed focus on creating more ways for your money to make an impact – not only on delivering good outcomes for you, but by investing sustainably to build a better world.

The value of investments can go down as well as up and you may get back less than was paid in.

For more information visit abrdn.com/advisor

Issued by a member of abrdn group, which comprises abrdn plc and its subsidiaries. Standard Life Savings Limited is registered in Scotland (SC180203) at 1 George Street, Edinburgh, United Kingdom, EH2 2LL. Standard Life Savings Limited is authorised and regulated by the Financial Conduct Authority.

WRAP416 0921 © abrdn plc 2021. All rights reserved.

abrdn.com

The questions you may have about abrdn

Why have the Standard Life platforms rebranded to abrdn?

In 2021, Standard Life Aberdeen plc changed to abrdn plc. The company also announced a new single global brand – abrdn, pronounced 'Aberdeen'.

The change followed a company review to simplify its five existing brands and move to a single global brand for all clients and customers – abrdn. Following the review, the Standard Life brand, which was already licensed to the company's strategic partner, Phoenix Group, was sold to the group.

The new brand is much more than just a name change. It's about coming together under a single global brand focused on enabling clients and customers to be better investors.

You can read more information about the new brand and see it in action at abrdn.com

Are my savings and investments still with the same company?

Yes. The company which looks after your savings and investments is still the same.

Do I need to do anything?

No. There's no change to your products and services as a result of the transition to abrdn and you do not need to do anything.

Will I only see the abrdn brand now?

The transition to the abrdn brand will be phased over the next year so you'll continue to receive some 'Standard Life' branded communications and documents until the company has completed its transition to abrdn.

As each part of abrdn plc makes its transition to abrdn, you may receive communications from other areas of abrdn too (if you've any of their products or services) telling you about the move to the new single brand.

If you use abrdn Wrap's client portal, you'll see no change.

If I need to contact abrdn, are the contact details the same?

Yes. If you need to contact abrdn directly, the contact details are still the same.