ST. JAMES'S PLACE
WEALTH MANAGEMENT

THIRD QUARTER RESULTS 2018

PARTNERS IN MANAGING YOUR WEALTH

CONTENTS

PART ONE – BUSINESS MODEL

PART TWO – FINANCIAL RESULTS

PART ONE – BUSINESS MODEL

OUR OPPORTUNITY

The market is large and growing

+

Considerable savings gap

+

Growing need and demand for trusted advice

+

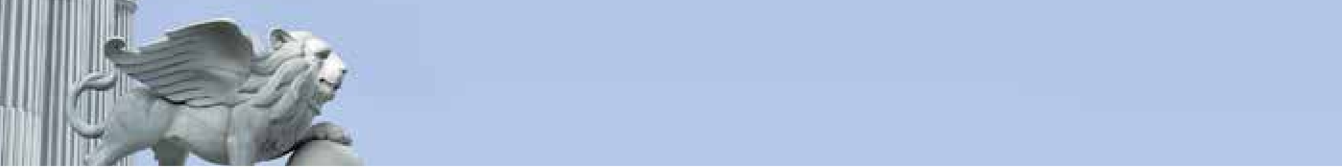
Recognised advice gap

=

Perfect environment for client focussed advice business

ST. JAMES'S PLACE OVERVIEW

- Leading UK Wealth Management Company
  - Established 1991
  - UK listed with market cap of c.£6 billion
  - Circa £100 billion in funds under management
  - Target market £50k to £5 million free investable assets
- Differentiated business model
  - "Vertically integrated"
  - Own dedicated distribution – the Partnership
  - Distinct investment management approach
- Well positioned to benefit from long-term market growth
  - Favourable demographic trends
  - Future Intergenerational transfer of wealth



GLOBAL INVESTMENT MANAGEMENT EXPERTISE

39
funds

39
fund houses

36
exclusive strategies to UK retail investors

79
lead fund managers

Red lines indicate fund managers from whom all the strategies we offer are exclusive to St. James's Place clients in the UK retail space.

WHOLE OF MARKET APPROACH

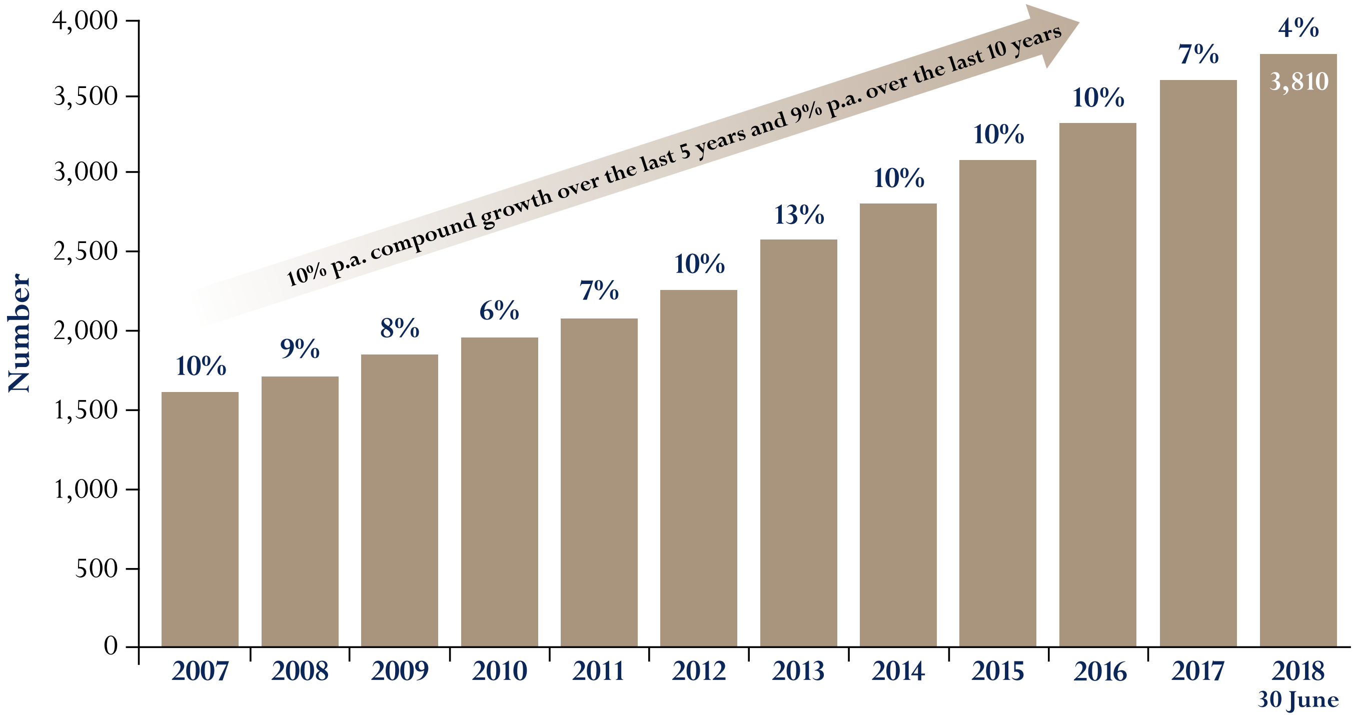
Although our advice is restricted to the products and services available through St. James's Place, we take responsibility for the due diligence on all the providers whose products and services we make available to our clients, some of which are shown below.

STRATEGIC CONTEXT – THE GROWTH MODEL

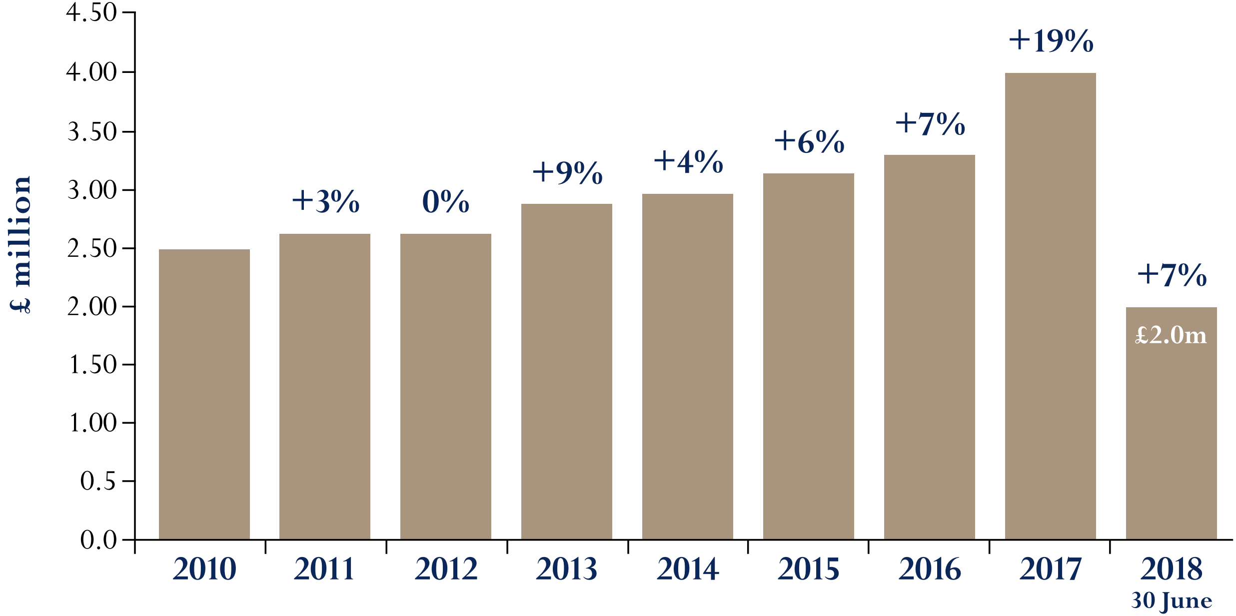
NEW BUSINESS

Number of Qualified Advisers	Gross Inflows per Qualified Adviser
Experienced Adviser recruitment	Personal development
Academy	Broadening Investment Portfolio
Next Generation	Business/Technical Support
Asia	SJP Deposit/Lending Services
Discretionary Fund Management	Discretionary Fund Management
	IT Management & Support

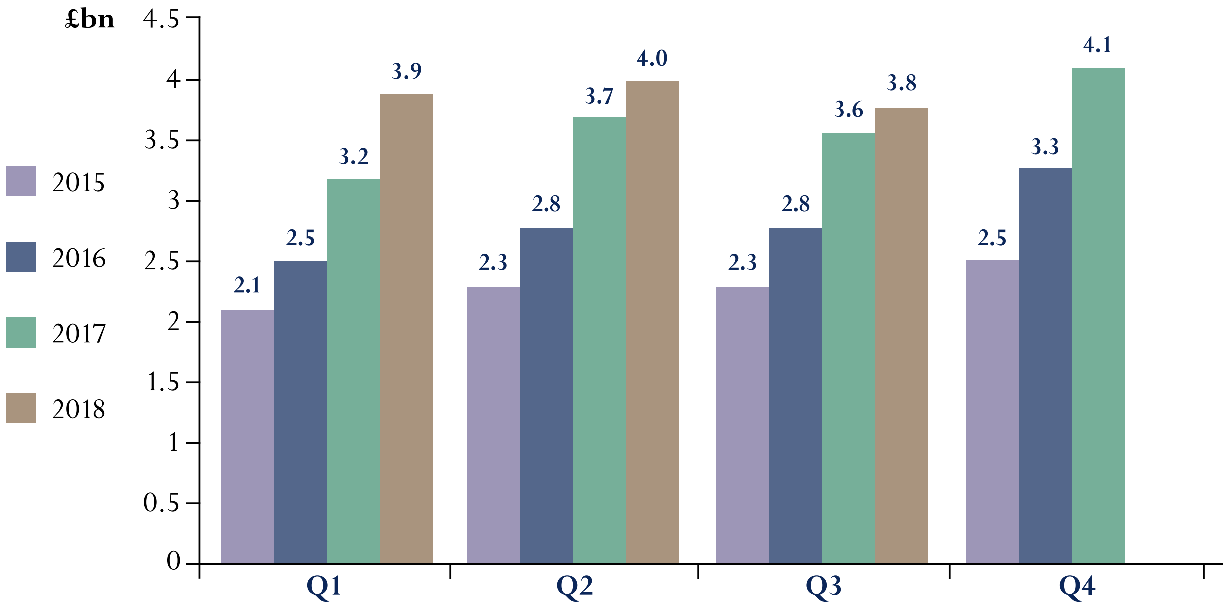
NUMBER OF QUALIFIED ADVISERS



GROSS INFLOWS PER QUALIFIED ADVISER



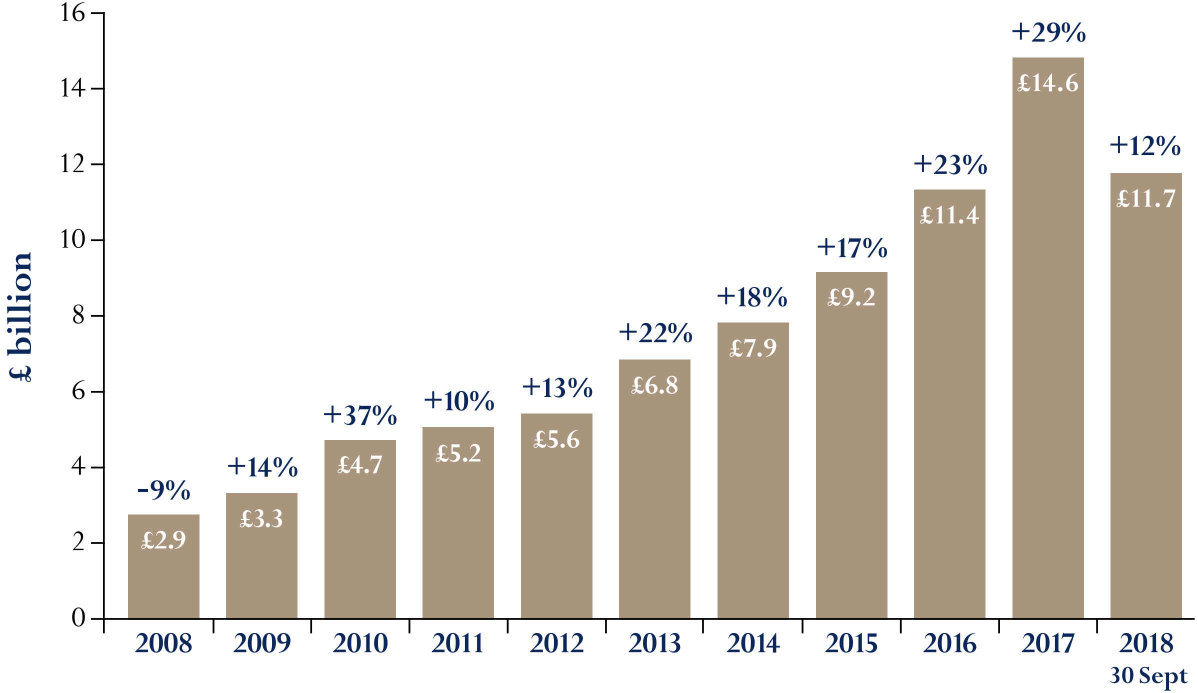
GROSS INFLOWS BY QUARTER



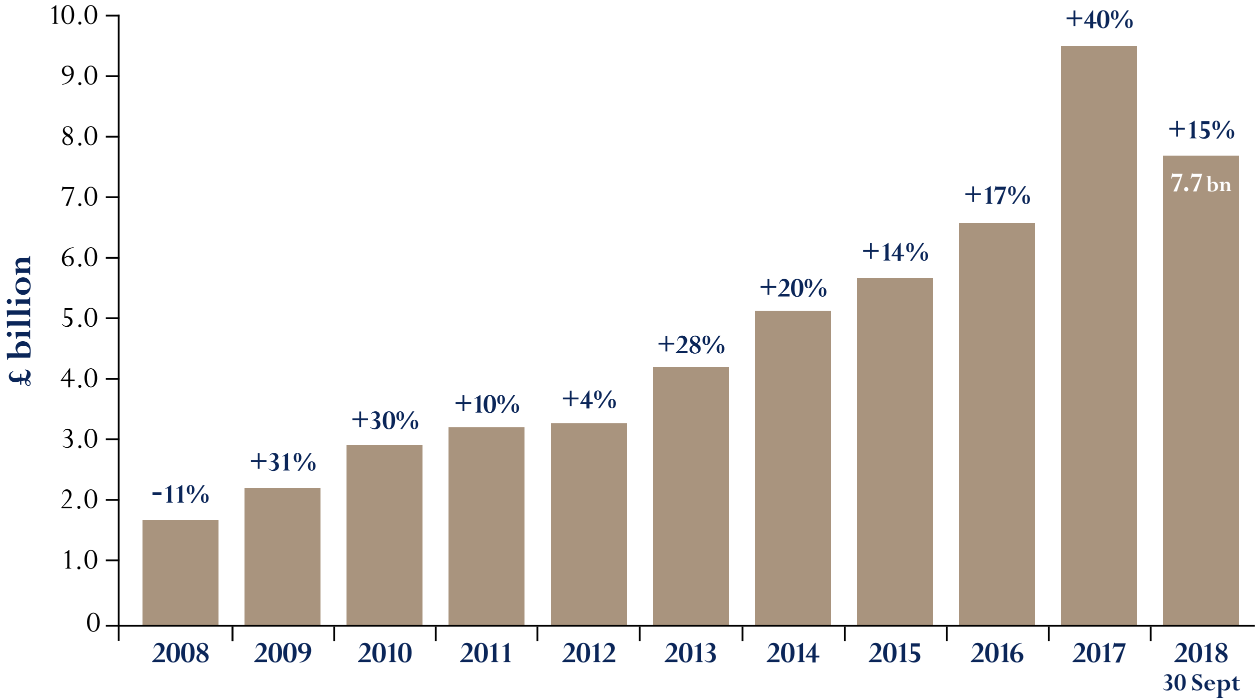
	Q1	Q2	Q3	Q4
2015 over 2014	+12%	+17%	+20%	+20%
2016 over 2015	+16%	+23%	+21%	+30%
2017 over 2016	+32%	+29%	+28%	+26%
2018 over 2017	+21%	+10%	+7%	

ST. JAMES'S PLACE
WEALTH MANAGEMENT

GROSS INFLOWS



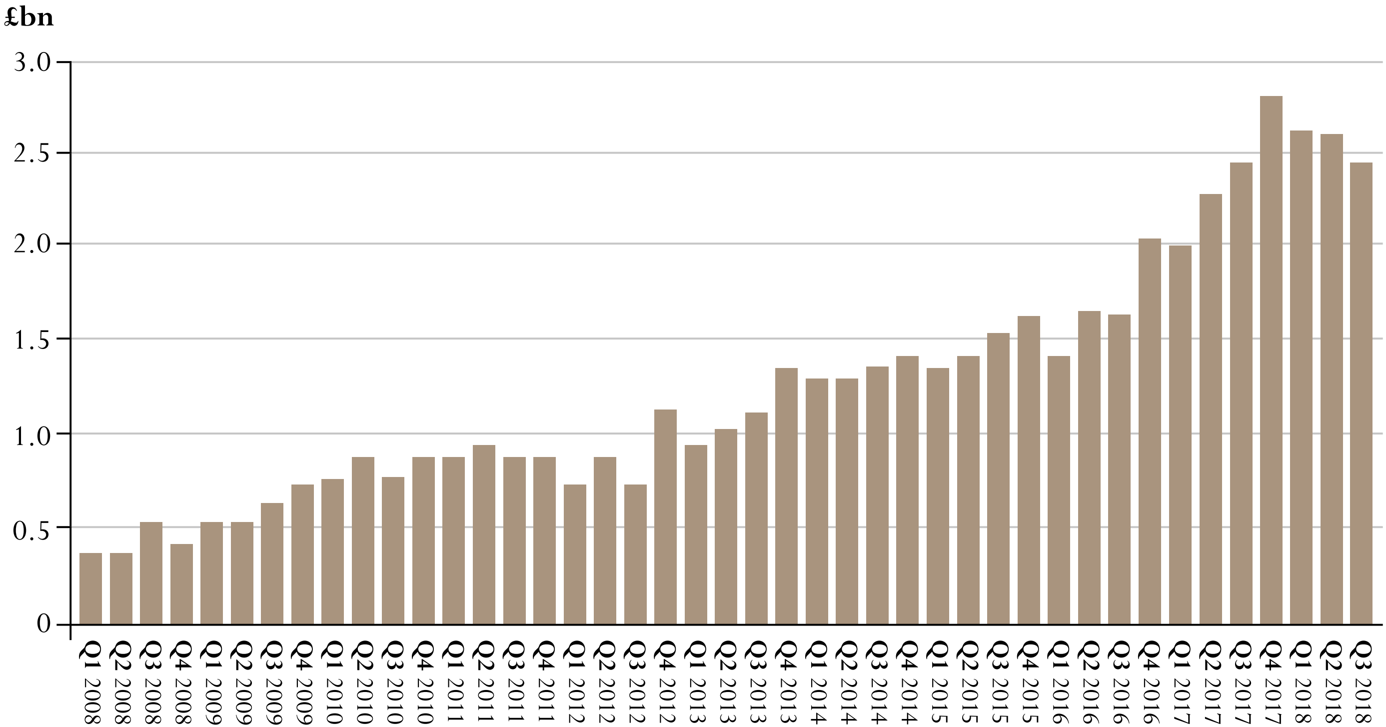
CONSISTENT NET INFLOWS



2018 – FUND FLOW INFORMATION

£ billion	9 months ended 30 Sept 2018	9 months ended 30 Sept 2017
Funds under management at start	90.7	75.3
Gross inflows	11.7	10.5
Investment return	2.2	4.0
	104.6	89.8
Regular income withdrawals/maturities	(1.3)	(1.1)
Surrenders/part surrenders	(2.7)	(2.7)
Matching strategy disinvestment	–	(0.3)
Funds under management at close	100.6	85.7
Net inflow of funds under management	7.7	6.7
Implied surrender rate as % of average funds under management	3.9%	4.4%

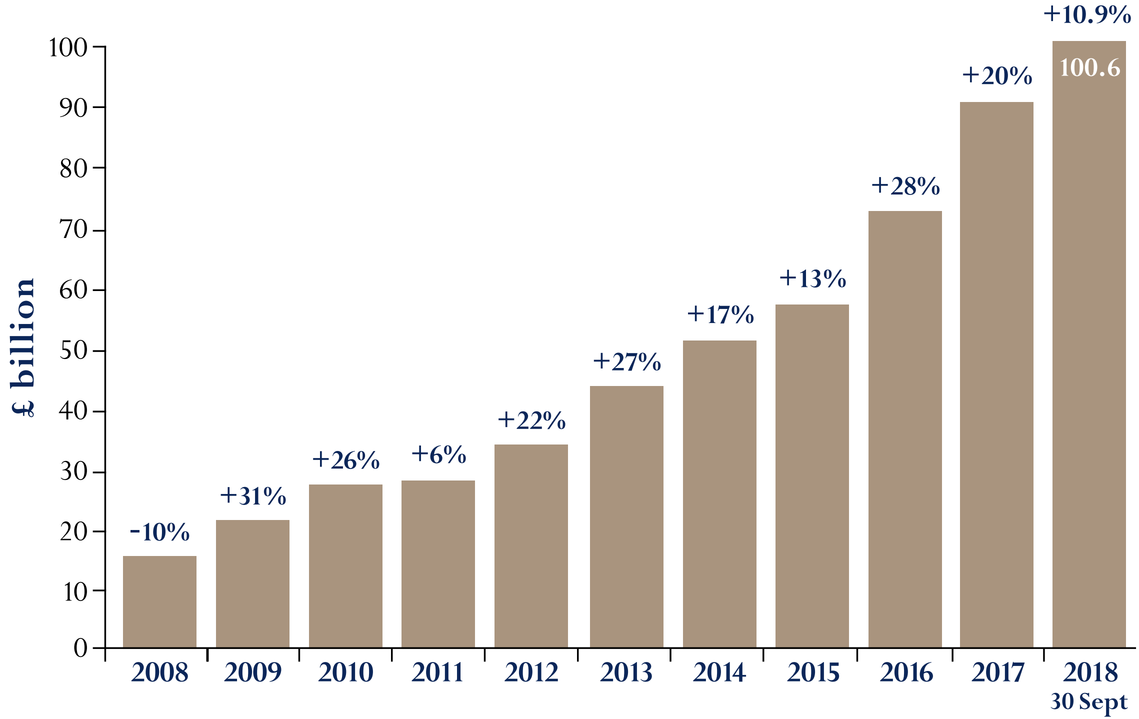
QUARTERLY NET INFLOWS 2008–2018



ST. JAMES'S PLACE
WEALTH MANAGEMENT

FUNDS UNDER MANAGEMENT

19% p.a. compound growth over the last 5 years and 20% p.a. over last 10 years (at Sept 2018)



THE PARTNERSHIP

DEDICATED DISTRIBUTION – THE PARTNERSHIP

- High quality self-employed team of 3,810 Qualified Advisers
  - Average age is 47
  - Above average productivity
  - 90%+ per annum retention rate

- Aim to grow Adviser numbers by 6% to 8% per annum

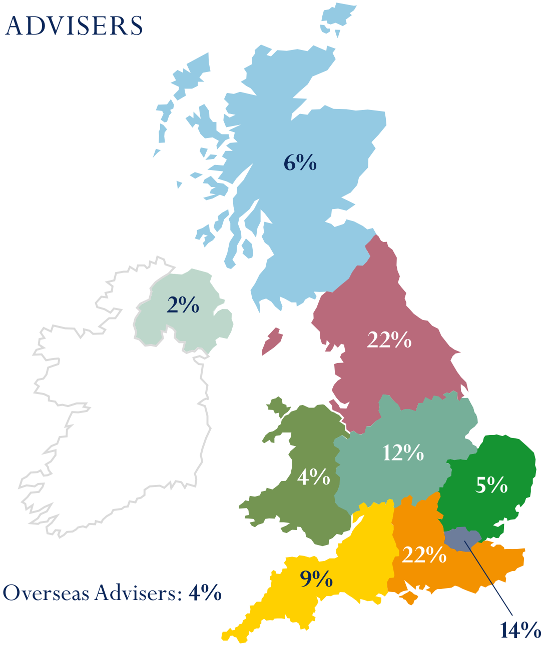
- Aim to increase productivity each year

- Average industry experience is 19 years

GEOGRAPHIC DISTRIBUTION OF ADVISERS & CLIENTS

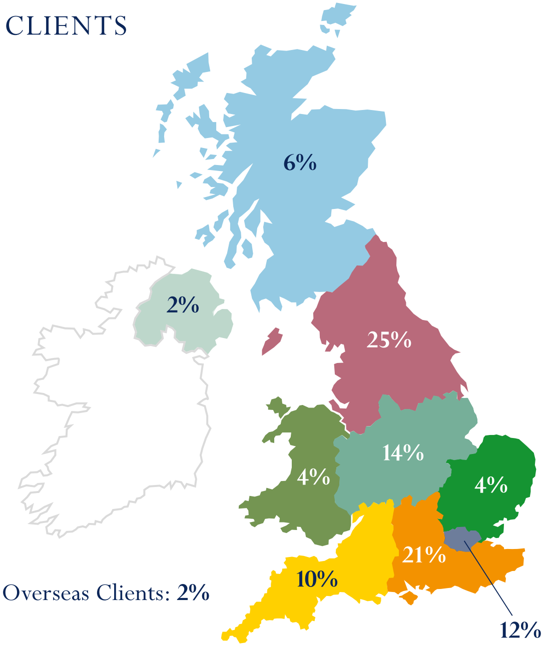
30 June 2018

ADVISERS



Overseas Advisers: **4%**

CLIENTS

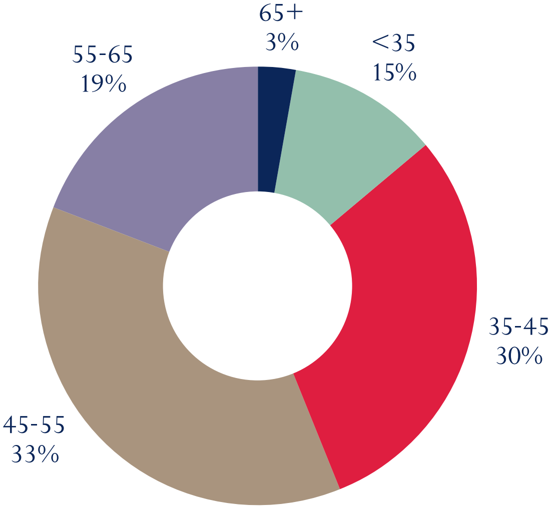


Overseas Clients: **2%**

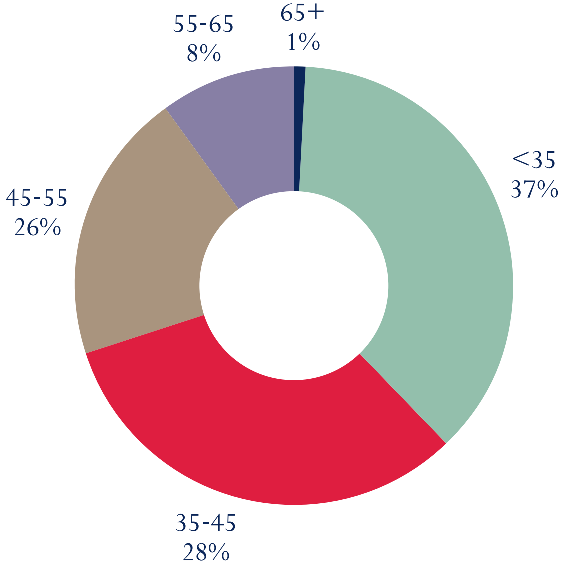
QUALIFIED ADVISERS BY AGE BAND

30 June 2018

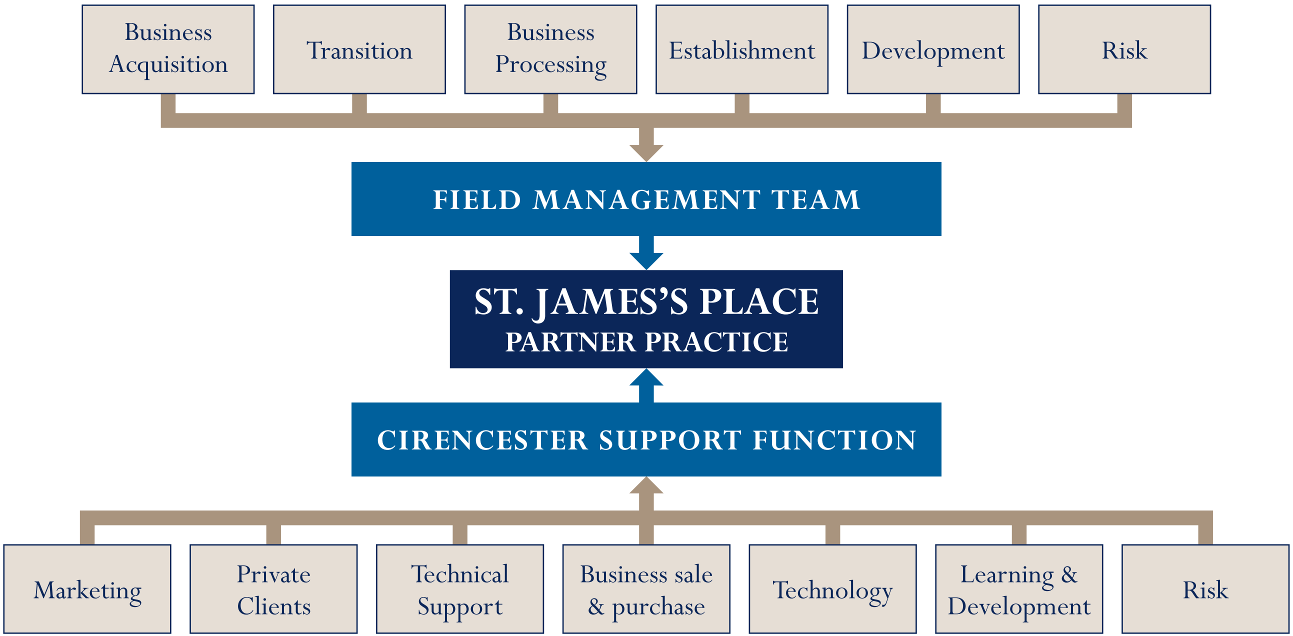
Existing Advisers



New Advisers



ADVISER DEVELOPMENT



AUTHORISED ADVISER NUMBERS

TYPE OF ADVISER	FSA FIGURES 31 DEC 2014	FCA FIGURES 31 OCT 2015	FCA FIGURES 31 DEC 2016	FCA FIGURES 31 DEC 2017
Financial advisers	21,496	22,557	25,611	26,311
Bank advisers	3,182	3,672	3,525	3,347
Discretionary fund managers/stockbrokers	6,475	4,371	3,819	3,993
Other firms*	–	–	1,629	1,555
Total number of Advisers	**31,153**	**30,600**	**34,584**	**35,206**

** Only included in FCA figures from 2016.*

From Financial Conduct Authority.

ST. JAMES'S PLACE
ASIA

The Opportunity

- Offices in Singapore, Hong Kong and Shanghai
- 122 advisers with a further 10 awaiting appointment
- SJP Funds under management: £550 million, up 32% since the beginning of the year
- Estimated 90,000 UK ex-pats with investible wealth projected to grow to circa £20 billion by 2020
- Our global investment proposition and relationship based approach is well suited to this market
- Local Global Citizens/HNW/Affluent opportunity in Singapore and Hong Kong – circa 4.9 million residents in those two jurisdictions (including ex-pats) with investable wealth of $50k or more
- Successful launch of DFM in Hong Kong in H1

Source: SJP estimates, Verdict Financial, 30 June 2018

ST. JAMES'S PLACE
ACADEMY

- Over 450 have graduated the Academy and Next Generation Academy so far, 95 in the first 6 months of 2018
- In addition, there are 329 students in the Academy and Next Generation programme
- Four Regional Academies (London, Manchester, Solihull & Edinburgh)
- Typical intake 15 – 20 per programme
- 38% from financial services background
- 62% from non-financial services background (Military, Recruitment, Sport, Marketing, IT)

ST. JAMES'S PLACE ACADEMY

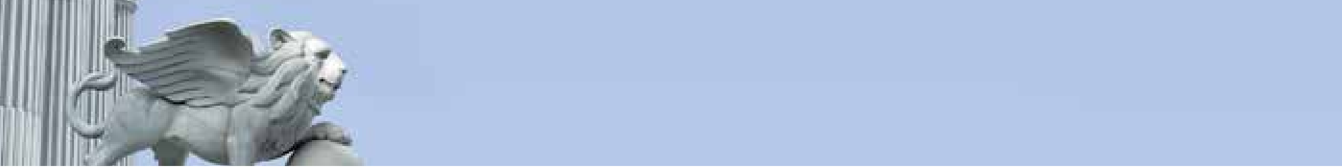
- Average age 37: previous earnings c£61,000
- 70% male/30% female
- 60% are Partner referrals
- 14% are Staff referrals
- 15% directly from Academy website
- 18% of 2017 London new business from Academy graduates

Rowan Dartington

- Trusted relationships – a people business, built on trust and long-term relationships, face-to-face
- Specialises in Discretionary Fund Management (DFM)
- Growth model – acquiring and retaining client investments
- Strong persistency – long-term retention data similar to SJP – 95%
- 15 offices, 250 employees, 51 investment executives
- Assets under management in excess of £2.3 billion
- DFM market – circa £500bn and growing with ~4,000 investment executives
- DFM recruitment – new executives, Partners and advisers – IFAs with client asset management outsourced to DFM

COMPLEMENTARY INVESTMENT SERVICE

- Managing clients assets – making all investment decisions
- Open-architecture capability – access to direct equities and bonds
- Bespoke portfolios – for example stripping out banking or oil stocks or having a more tactical asset allocation
- Execution capability – e.g. liquidation of existing portfolios or managing down legacy lines of stock
- HNW investors – average portfolio sizes ~£500,000
- Legacy stocks – stocks or lines of stock from employment or entrepreneurship become part of the SJP estate
- Tax management – CGT and IHT management… adds to our business – does not compete for it.



ADDITIONAL SERVICES

- **Advisory Stockbroking**
  - Clients can buy and sell share holdings
  - Includes CGT management
- **'Execution only' dealing**
  - Reactive dealing service where no advice is given, direct access to market makers, so 'better than best' execution
- **Trustee & Charity Service**
  - Bespoke portfolios to ensure that the underlying investments of the charity or trust fulfil their objectives and meet Trustee obligations
  - £70bn sector (new opportunity for St. James's Place Partners)
- **Probate service**
  - Probate valuation service targeted supporting both law firms and private clients
  - The service provides:
    - Validation of share certificates
    - Valuation of investments
    - Replacement of missing certificates
    - Registration of probate
    - Collection of outstanding dividends
    - Stock transfers to beneficiaries
- **Other services in development**
    - UK Resident Non Domiciled high net worth clients
    - AIM IHT Portfolio Management
    - International multi currency portfolios
    - Portfolio lending

INVESTMENT MANAGEMENT

OUR APPROACH TO INVESTMENT MANAGEMENT

'INDEPENDENT EXPERTISE'

Peter Dunscombe | Win Robbins | Davina Curling | Steven Daniels

THE INVESTMENT COMMITTEE

STAMFORD

REDINGTON

'MANAGES THE MANAGERS'

- Appoints the fund managers
- Sets performance objectives
- Risk management and strategy
- Decisions:
  Change firm?
  Change manager?
  No change?

STAMFORD ASSOCIATES AND REDINGTON: INDEPENDENT INVESTMENT CONSULTANCIES

Research fund manager market

Access to whole market

- Analyse and identify talented managers
- Gather intelligence

Monitor managers and Portfolios

Qualitative and quantitative

- Data analysis
- Monitor activity
- Workplace analysis

Advise Investment Committee

Focus on future outperformance

Recommend:

- Potential changes
- New managers

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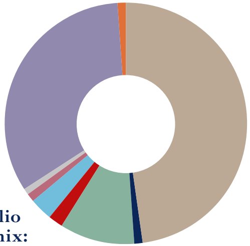
GROWTH PORTFOLIOS

DEFENSIVE PORTFOLIO
Low Risk



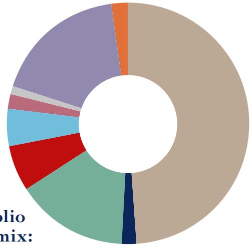
Portfolio asset mix:

Global Fixed Interest	48%	International Equities	1%
UK Equities	1%	Property	1%
North American Equities	10%	Alternatives	33%
Asia Pacific Equities	2%	Cash	1%
European Equities	3%		

Fund mix:

Multi Asset	40%
UK Absolute Return	15%
Alternative Assets	10%
Diversified Bond	10%
Gilts (UK Gilts)	10%
Investment Grade Corporate Bond	10%
Worldwide Managed (Worldwide Opportunities)	5%

CONSERVATIVE PORTFOLIO
Lower-Medium Risk



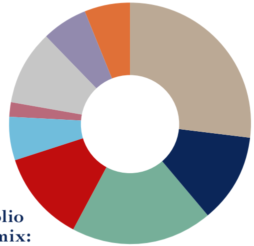
Portfolio asset mix:

Global Fixed Interest	49%	International Equities	2%
UK Equities	2%	Property	1%
North American Equities	15%	Alternatives	18%
Asia Pacific Equities	6%	Cash	2%
European Equities	5%		

Fund mix:

Global Equity	15%
Multi Asset	15%
Alternative Assets	10%
Index Linked Gilts	10%
International Corporate Bond	10%
Investment Grade Corporate Bond	10%
UK Absolute Return	10%
Worldwide Managed (Worldwide Opportunities)	10%
Corporate Bond	5%
International Equity	5%

BALANCED PORTFOLIO
Medium Risk

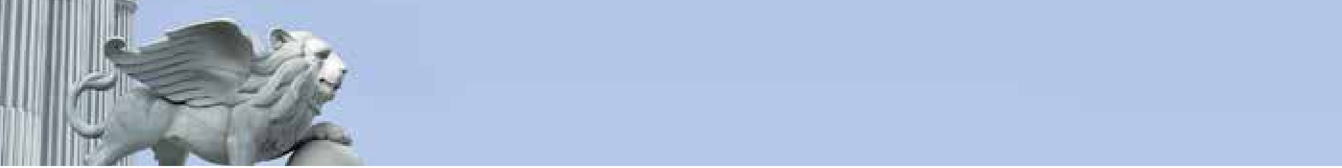


Portfolio asset mix:

Global Fixed Interest	28%	International Equities	3%
UK Equities	11%	Property	9%
North American Equities	20%	Alternatives	6%
Asia Pacific Equities	12%	Cash	6%
European Equities	5%		

Fund mix:

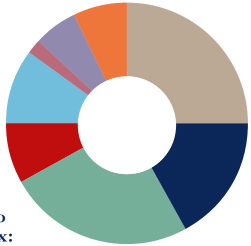
	Onshore	Offshore
Alternative Assets	10%	11%
Global Equity	10%	11%
International Corporate Bond	10%	11%
International Equity	10%	11%
Investment Grade Corporate Bond	10%	11%
Multi Asset	10%	11%
Property	10%	0%
UK & General Progressive	10%	11%
Worldwide Managed (Worldwide Opportunities)	10%	11%
Asia Pacific	5%	6%
Emerging Markets Equity	5%	6%



ST. JAMES'S PLACE
WEALTH MANAGEMENT

GROWTH PORTFOLIOS (CONTINUED)

MANAGED FUNDS PORTFOLIO
Medium Risk



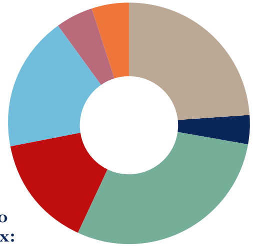
Portfolio asset mix:

Global Fixed Interest	26%	International Equities	2%
UK Equities	16%	Property	0%
North American Equities	25%	Alternatives	6%
Asia Pacific Equities	8%	Cash	7%
European Equities	10%		

Fund mix:

AXA Framlington Managed (Balanced Managed)	15%
Global Equity	15%
Multi Asset	15%
Schroder Managed (Managed Growth)	15%
Strategic Income	15%
Strategic Managed	15%
International Equity	10%

STRATEGIC GROWTH PORTFOLIO
Medium Risk



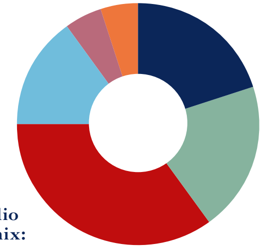
Portfolio asset mix:

Global Fixed Interest	24%	International Equities	5%
UK Equities	4%	Property	0%
North American Equities	29%	Alternatives	0%
Asia Pacific Equities	16%	Cash	5%
European Equities	17%		

Fund mix:

Global Growth	25%
Greater European (Greater European Progressive)	15%
Investment Grade Corporate Bond	15%
North American	15%
Diversified Bond	10%
Global Emerging Markets	10%
Asia Pacific	5%
Japan	5%

ADVENTUROUS PORTFOLIO
Upper-Medium Risk



Portfolio asset mix:

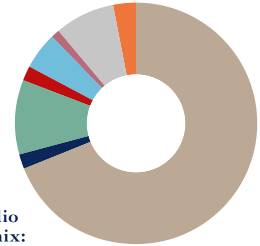
Global Fixed Interest	0%	International Equities	5%
UK Equities	20%	Property	0%
North American Equities	20%	Alternatives	0%
Asia Pacific Equities	35%	Cash	5%
European Equities	15%		

Fund mix:

Asia Pacific	15%
Emerging Markets Equity	15%
Greater European (Greater European Progressive)	15%
Global Smaller Companies	15%
North American	15%
UK & General Progressive	15%
Corporate Bond	10%

INCOME PORTFOLIOS

IMMEDIATE INCOME PORTFOLIO
Lower-Medium Risk



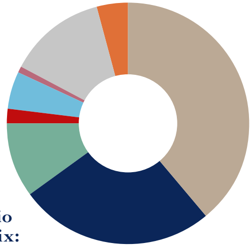
Portfolio asset mix:

Global Fixed Interest	69%	International Equities	1%
UK Equities	2%	Property	8%
North American Equities	9%	Alternatives	0%
Asia Pacific Equities	2%	Cash	3%
European Equities	6%		

Fund mix:

	Onshore	Offshore
Diversified Bond	20%	22%
Strategic Income	15%	17%
Corporate Bond	10%	11%
Gilts (UK Gilts)	10%	11%
Global Equity Income	10%	11%
International Corporate Bond	10%	11%
Investment Grade Corporate Bond	10%	11%
Property	10%	0%
Worldwide Income	5%	6%

BALANCED INCOME PORTFOLIO
Medium Risk



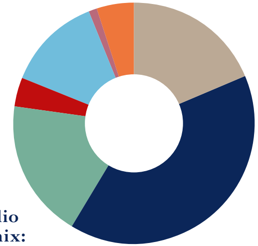
Portfolio asset mix:

Global Fixed Interest	39%	International Equities	1%
UK Equities	21%	Property	12%
North American Equities	12%	Alternatives	0%
Asia Pacific Equities	2%	Cash	5%
European Equities	8%		

Fund mix:

	Onshore	Offshore
Strategic Income	20%	23%
Diversified Bond	15%	17%
Property	15%	0%
Global Equity Income	10%	12%
Investment Grade Corporate Bond	10%	12%
UK & International Income	10%	12%
Worldwide Income	10%	12%
Equity Income	5%	6%
UK Equity (Income Distribution/UK High Income)	5%	6%

DEFERRED INCOME PORTFOLIO
Medium Risk



Portfolio asset mix:

Global Fixed Interest	19%	International Equities	2%
UK Equities	43%	Property	0%
North American Equities	16%	Alternatives	0%
Asia Pacific Equities	3%	Cash	5%
European Equities	12%		

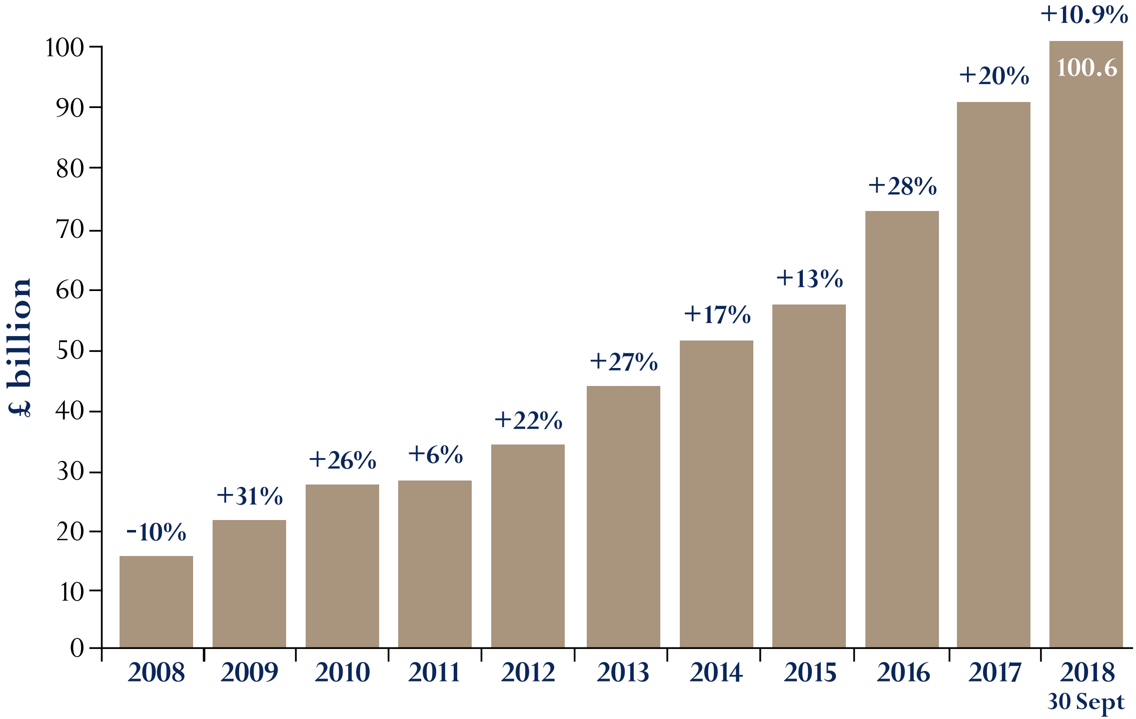
Fund mix:

Strategic Income	20%
Equity Income	15%
Global Equity Income	15%
UK & International Income	15%
UK Equity (Income Distribution/UK High Income)	15%
Worldwide Income	15%
Corporate Bond	5%

ST. JAMES'S PLACE
WEALTH MANAGEMENT

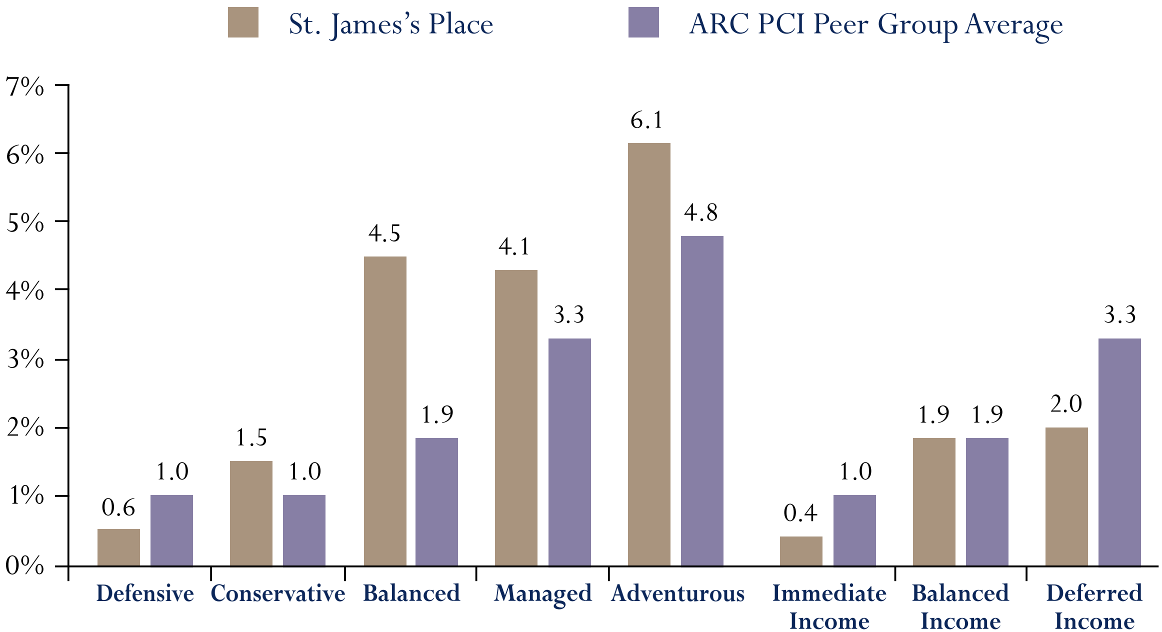
FUNDS UNDER MANAGEMENT

19% p.a. compound growth over the last 5 years and 20% p.a. over last 10 years (at Sept 2018)



ANNUALISED 1 YEAR PERFORMANCE

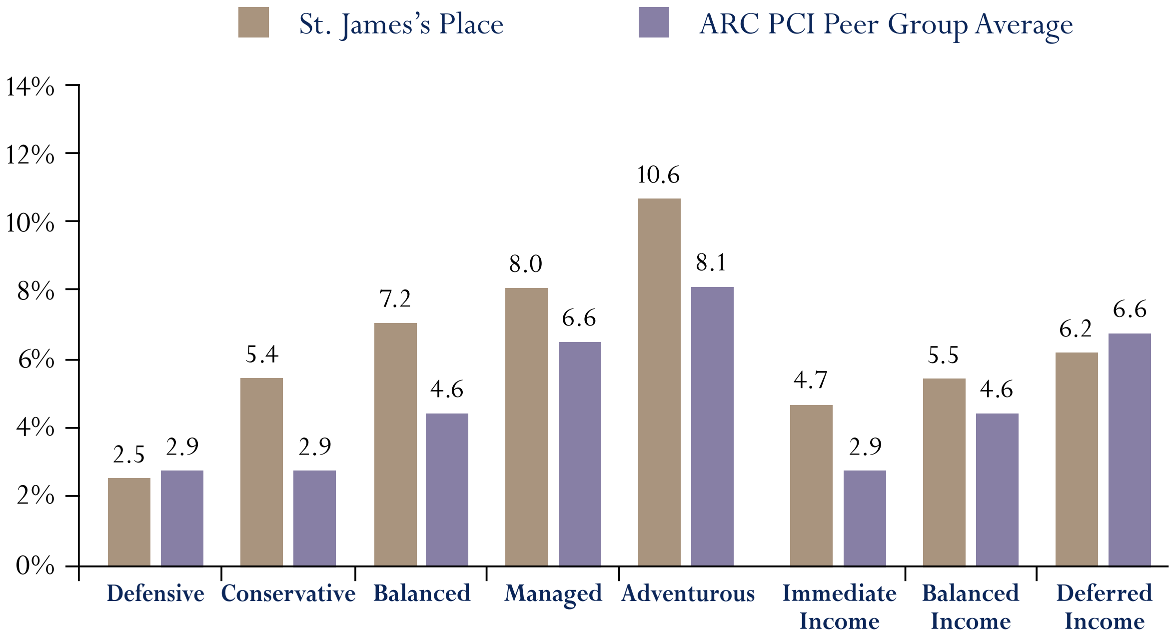
St. James's Place Portfolios vs ARC Private Client Investment peer groups



Source: FE Analytics, Asset Risk Consultants (ARC) Private Client Indices and SJP internal data. Data to 30 June 2018.

ANNUALISED 3 YEAR PERFORMANCE

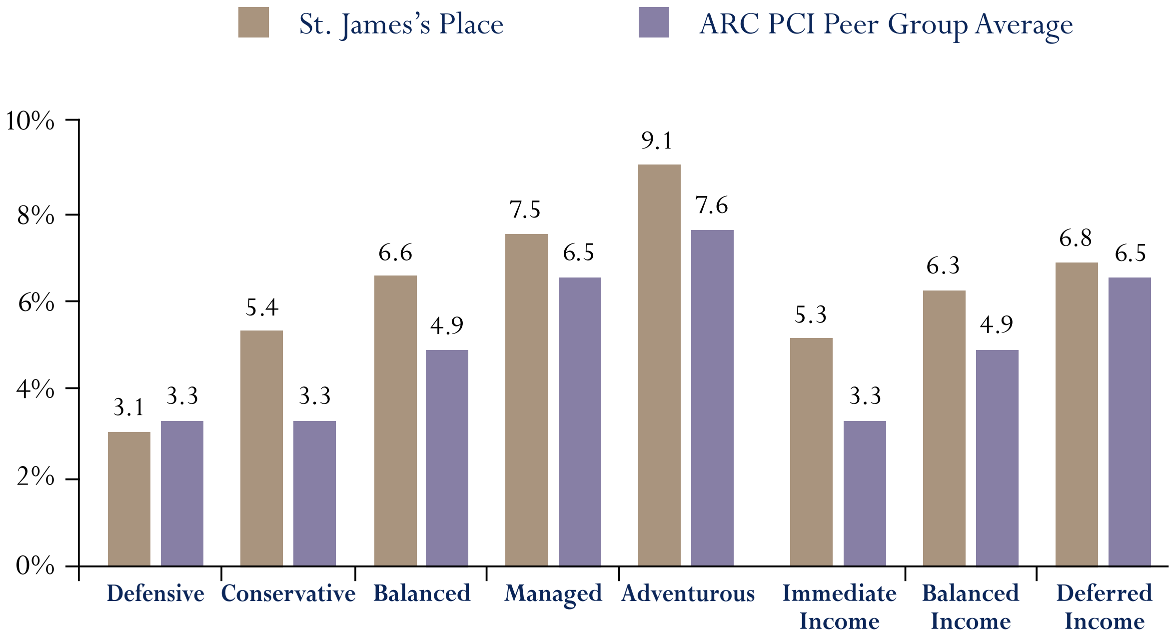
St. James's Place Portfolios vs ARC Private Client Investment peer groups



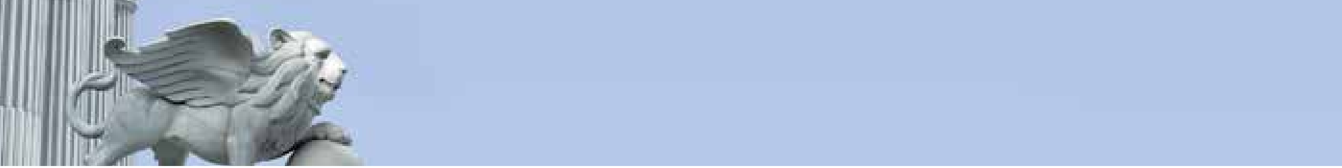
Source: FE Analytics, Asset Risk Consultants (ARC) Private Client Indices and SJP internal data. Data to 30 June 2018.

ANNUALISED 5 YEAR PERFORMANCE

St. James's Place Portfolios vs ARC Private Client Investment peer groups



Source: FE Analytics, Asset Risk Consultants (ARC) Private Client Indices and SJP internal data. Data to 30 June 2018.

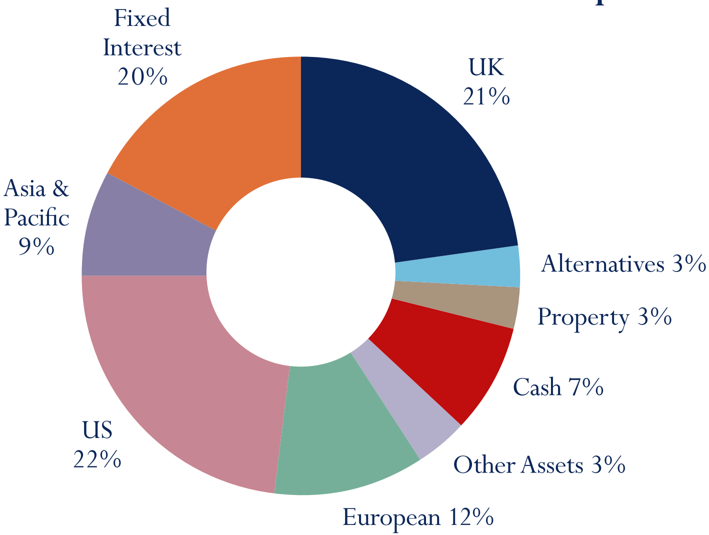


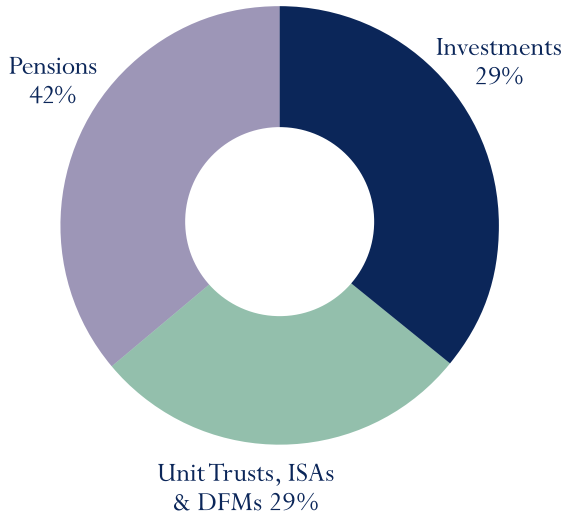
ARC PRIVATE CLIENT INDICES UNIVERSE

- Adam & Company
- Bordier & Cie
- Brooks Macdonald
- Brown Shipley
- Canaccord Genuity Wealth Management
- Cazenove Capital Management
- Cerno Capital
- C. Hoare & Co
- City Asset Management
- Coutts
- Duncan Lawrie Private Banking
- Credit Suisse
- Fulcrum
- GAM
- Heartwood
- HSBC Private Bank
- Ingenious Asset Management
- Investec Asset Management
- James Hambro & Partners LLP
- Smith & Williamson
- J.P.Morgan
- Julius Bär
- Lloyds Bank
- Mirabaud
- psigma
- Ashcourt Rowan
- Odey Wealth
- Barclays Wealth
- Quilter Cheviot
- Standard Bank
- Kleinwort Benson
- Rathbones
- Close Brothers
- Standard Life
- Rothschild
- RBC
- Sarasin & Partners
- Sanlam
- Saunderson House
- citi
- Seven Investment Management
- WH Ireland
- Tacit
- thesis
- Thomas Miller Investment
- Tilney Bestinvest
- Veritas
- UBS
- vestrawealth
- Waverton
- Stonehage

FUNDS UNDER MANAGEMENT: SHOWN BY ASSET CLASS, REGION AND WRAPPER

30 September 2018





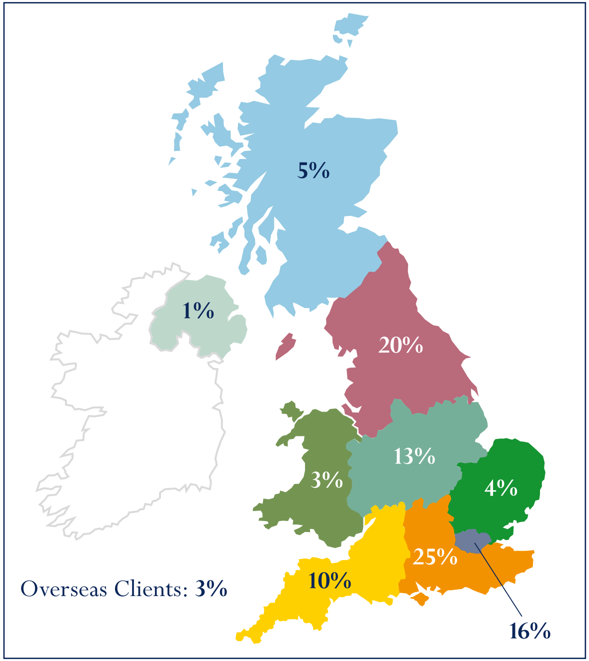
BENEFITS OF INVESTMENT MANAGEMENT APPROACH

- No in-house managers, so no conflict of interest
- Benefit from Investment Committee experience & expertise
- Ability to appoint the best fund managers with wholesale purchasing power
- Continuous monitoring plus quarterly reviews
- Easy to change manager – reduced churn
- Free switching for clients
- Significantly improved retention of funds

OUR CLIENTS

GEOGRAPHIC DISTRIBUTION OF CLIENT FUM

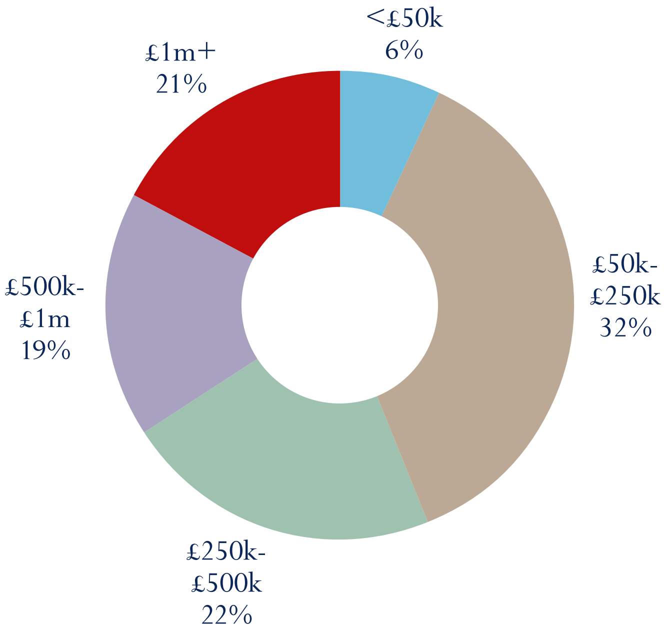
30 June 2018



Male	53%
Female	47%
Average age	56

CLIENTS BY FUM VALUE BAND

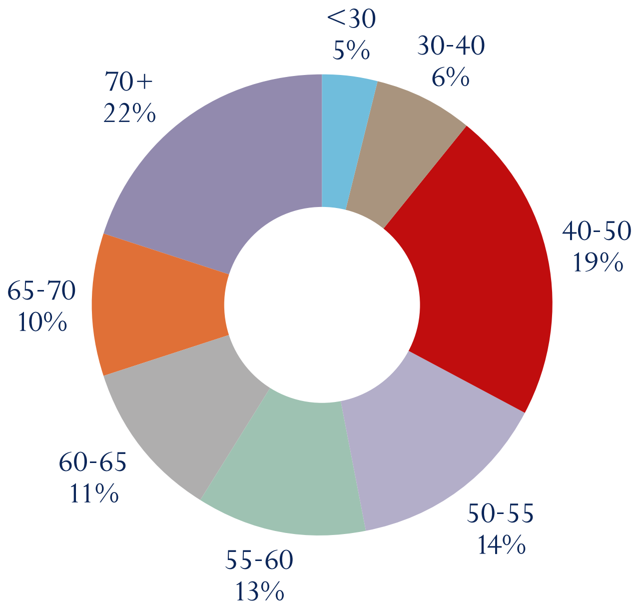
30 June 2018



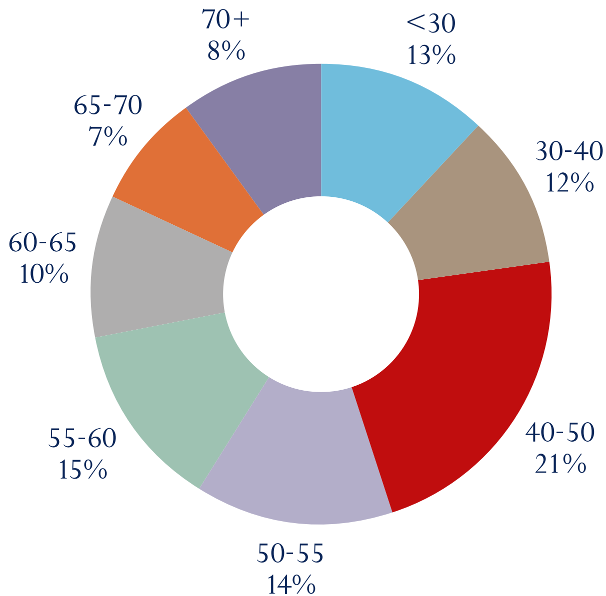
NEW AND RETAINED CLIENTS BY AGE BAND

30 June 2018

Existing Clients by Age Band



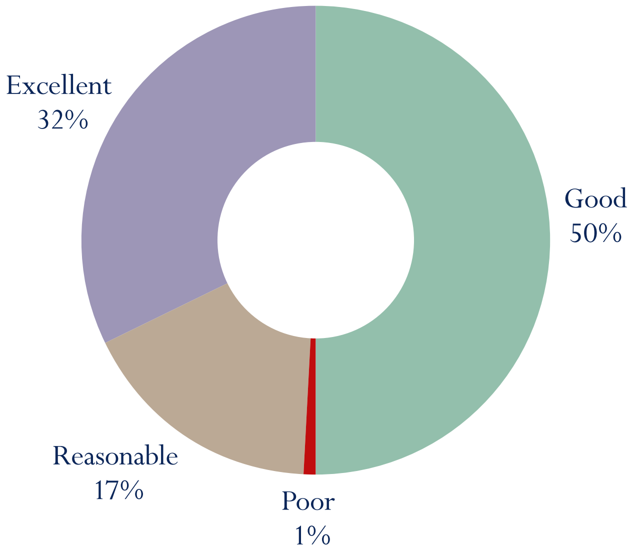
New Clients by Age Band



CLIENT WEALTH ACCOUNT SURVEY 2017

CLIENT WEALTH ACCOUNT SURVEY

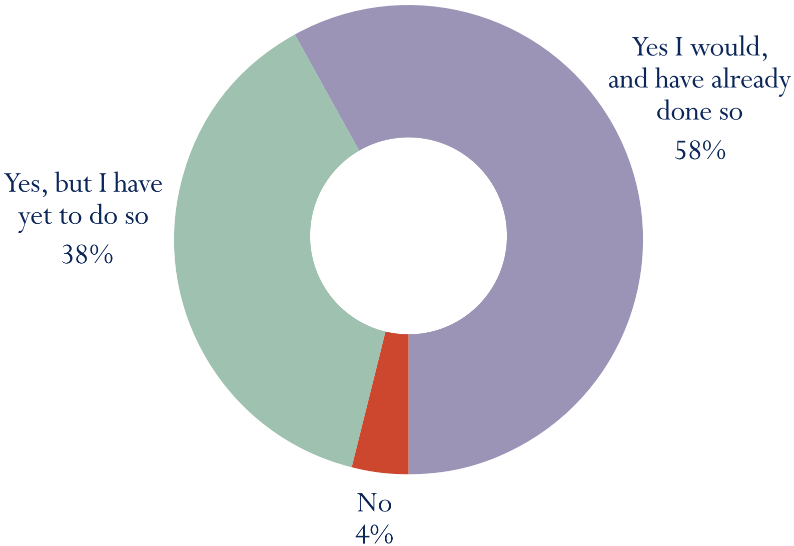
Do you feel the St. James's Place proposition provides value for money?



St. James's Place Annual Wealth Account Survey, 2017

CLIENT WEALTH ACCOUNT SURVEY

Knowing everything you know of the St. James's Place proposition, would you recommend it to others?



St. James's Place Annual Wealth Account Survey, 2017

THE ADVICE MARKET

WHAT ADVISERS OFFER

> *"The first pillar of value, financial planning, starts with building a deep understanding of who the client is, and what they are seeking to accomplish – properly grounded in trust and transparency, it serves as the roadmap to achieving the clients financial goals.*
>
> *The true value of the relationship is the interpersonal understanding between the adviser and their client – understanding their needs, financial situation and risk profile is vital."*

- Holistic financial planning
- Understanding a client's goals and objectives
- A personalised tax efficient financial plan and investment strategy
- Keep clients informed and review circumstances throughout relationship
- Peace of mind – being there at key moments of truth
- Managing the transition of wealth to next generation

Source: Capital Sigma – sources of advised created value

INCREASING TAX BURDEN

- Record number of higher rate tax payers
- 2014-15 IHT receipts up 60% in 5 years
- HNW population up 20%
- Finance Act 2017 – 674 pages (second largest in history)

INCREASING COMPLEXITY

SHIFTING SANDS OF PENSION LEGISLATION			
		Lifetime Allowance	**Annual Allowance**
2006	Pension simplification (A-Day) Introduction of the Lifetime Allowance (rising to £1.8m by 2010)	£1,500,000	£215,000
2007		£1,600,000	£225,000
2008	Announcement that LTA would freeze at 2010 levels for next 5 years	£1,650,000	£235,000
2009		£1,750,000	£245,000
2010	Announcement of a reduction in the LTA for 2012 and introduction of carry forward	£1,800,000	£255,000
2011	Requirement to annuitise at 75 abolished Reduction in annual allowance	£1,800,000	£50,000
2012	Auto-Enrolment starts Reduction in Lifetime Allowance	£1,500,000	£50,000
2013		£1,500,000	£50,000
2014	Pensions Freedoms announced Further reduction in annual and lifetime allowances	£1,250,000	£40,000
2015	Freedom & Choice regime begins Further consultations on tax relief Pension input period rules change	£1,250,000	£40,000
2016	Annual Allowance tapering for higher earners	£1,000,000	£40,000, reducing to £40,000

SIMPLE TAX COMPARISON GRID

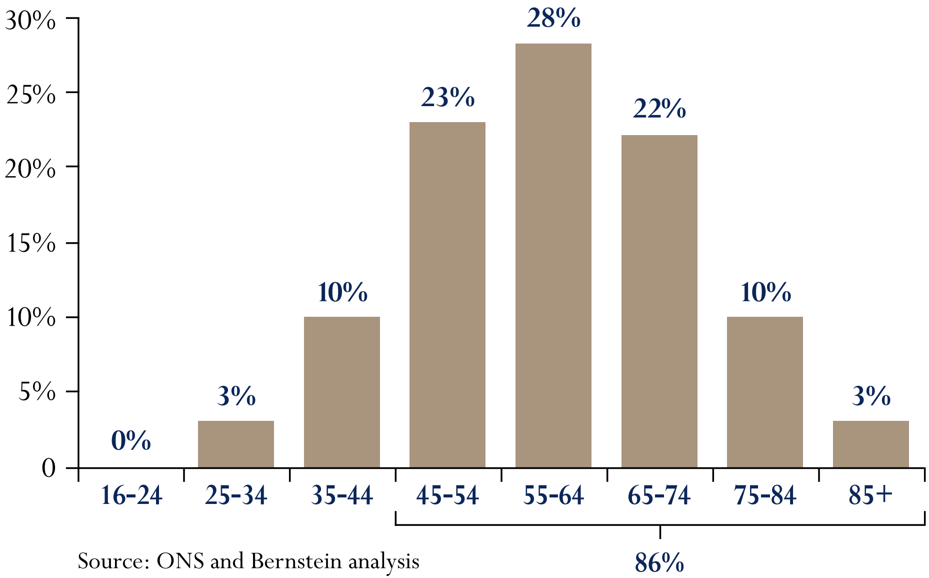
	INVESTMENT/ACCUMULATION PERIOD						WITHDRAWAL			
	Diversified spread of underlying investments possible	Tax relief on investment	Investor access	Tax on income	Tax on Capital Gains	IHT	Tax on income	Tax on Capital Gains	IHT on death	Other tax on death
REGISTERED PENSION	YES	YES	YES	NO	NO	NO	YES	NO	NO	POSSIBLE (DEATH 75+)
ISA	YES	NO	YES	NO	NO	YES	NO	NO	YES	NO
UK COLLECTIVES	YES	NO	YES	YES	NO	YES	YES	YES	YES	NO
OFFSHORE REPORTING FUND	YES	NO	YES	NO	NO	YES	YES	YES	YES	NO
OFFSHORE NON-REPORTING FUND	YES	NO	YES	NO	NO	YES	NO INCOME	YES	YES	NO
UK INVESTMENT BOND	YES	NO	YES	YES	YES	YES	NO INCOME	YES	YES	NO
OFFSHORE INVESTMENT BOND	YES	NO	YES	NO	NO	YES	NO INCOME	YES	YES	NO
VCT	NO	YES	YES	YES	NO	YES	NO	NO	YES	NO
EIS	NO	YES	YES	YES	YES	NO	YES	NO	NO	NO
AIM STOCK	NO	NO	YES	NO	YES	NO	YES	YES	NO	NO
PROPERTY	NO	NO	YES	NO	NO	YES	YES	YES	YES	NO
CASH	NO	NO	YES	NO	NO	YES	YES	YES	YES	NO

THE VALUE OF ADVICE

VALUE OF ADVICE INCLUDING PERSONAL TAX OPTIMISATION + TRUSTED PERSONAL RELATIONSHIP + INVESTMENT PERFORMANCE = CLIENT NET OUTCOMES

…so much more than just an investment return

UK AGGREGATE WEALTH



Source: ONS and Bernstein analysis

£50k to £5m of investable wealth

- 10.5 million individuals with £2.1 trillion investable wealth
- Projected to grow to 12.4 million individuals with £2.5 trillion investable wealth by 2020
- Excluding property and occupational pension assets

Source: Global Data 31/12/17

£2.8 TRILLION OF WEALTH AVAILABLE FOR TRANSFER OVER THE NEXT 30 YEARS

CALCULATIONS FOR TOTAL WEALTH AVAILABLE FOR TRANSFER OVER THE NEXT 30 YEARS FROM UNITED KINGDOM RESIDENTS AGED 55 AND OVER

£6.6 TRILLION — Total wealth

−

£4.2 TRILLION — Wealth consumed on lifetime spending

−

£0.2 TRILLION — Additional wealth spent on long-term care

+

£0.6 TRILLION — Further wealth accumulation

=

£2.8 TRILLION — **Total wealth available for transfer**

Sources: Capital Economics, Office for National Statistics' Wealth and Asset Survey and HMRC's Personal Wealth Survey.

ST. JAMES'S PLACE
WEALTH MANAGEMENT

DEMONSTRATING VALUE – BEHAVIOURAL ASSURANCE

Recent FT article – 'Time in' the market

- 'If you had been out of the FTSE All-Share index for 10 of the best-performing days over the past 20 years, you would have lost 170 per cent of your returns.'
- A report from Vanguard Asset Management suggested *"Professional advice can add "about 3%" a year in returns"* with key benefits seen in behavioural advice at times of market volatility and tax planning.

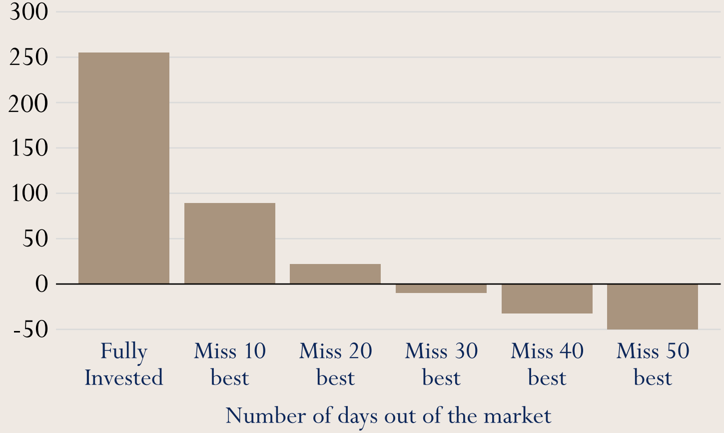
Sources: FT, 2017 and Vanguard Asset Management, 2015

KEEP CALM AND STAY INVESTED

The cost of dipping in and out of the market

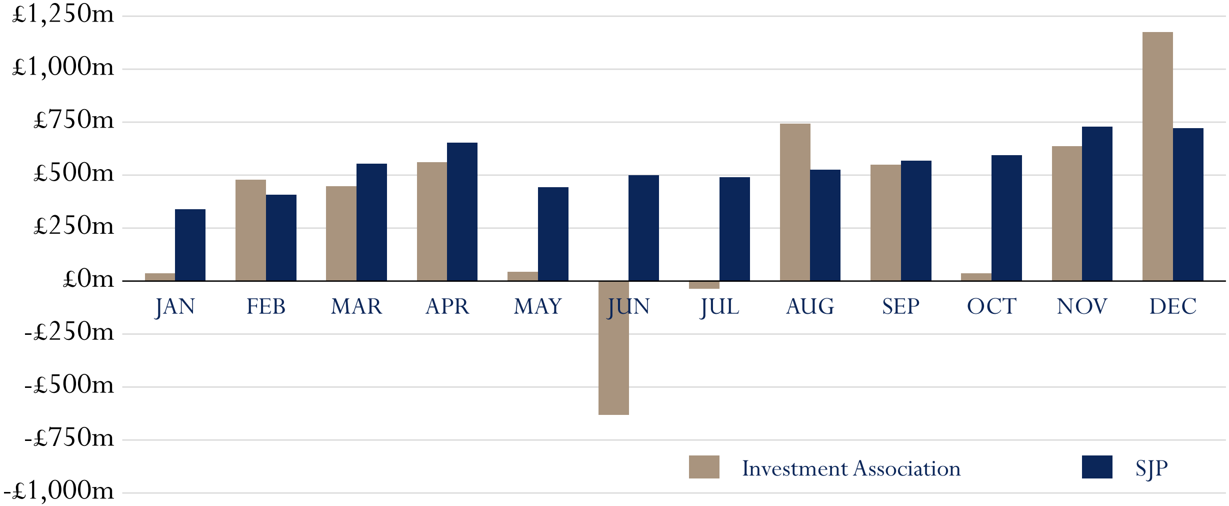
Trying to be too clever costs money

FTSE All-Share returns over the past 20 years (%)



DEMONSTRATING VALUE – BEHAVIOURAL ASSURANCE

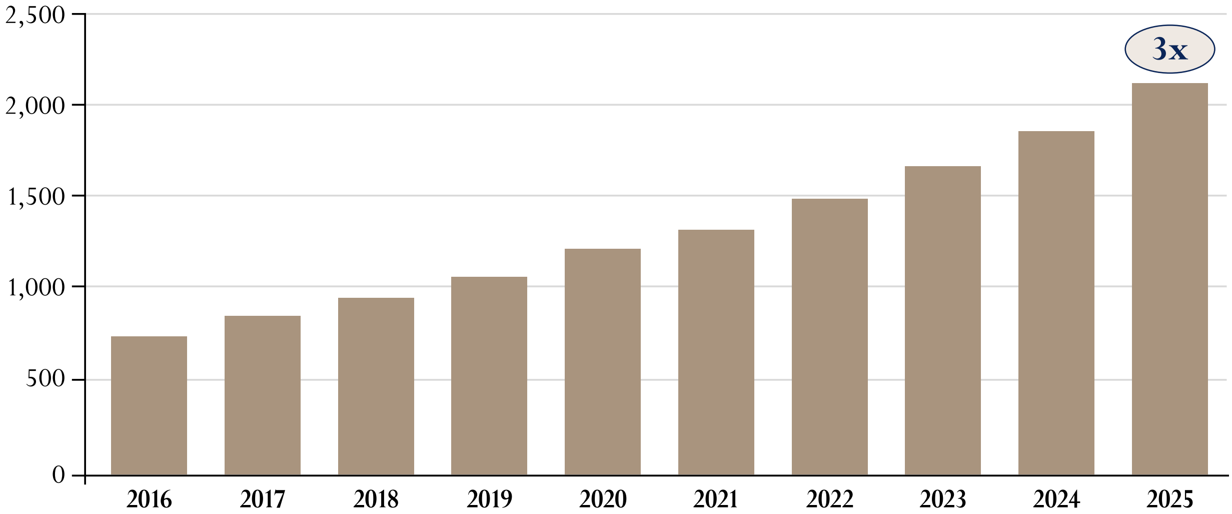
2016 Investment Association platform net flows vs SJP



Source: The Investment Association – Five Platforms that provide data include Cofunds, Fidelity Funds Network, Hargreaves Lansdown, Old Mutual Wealth and Transact

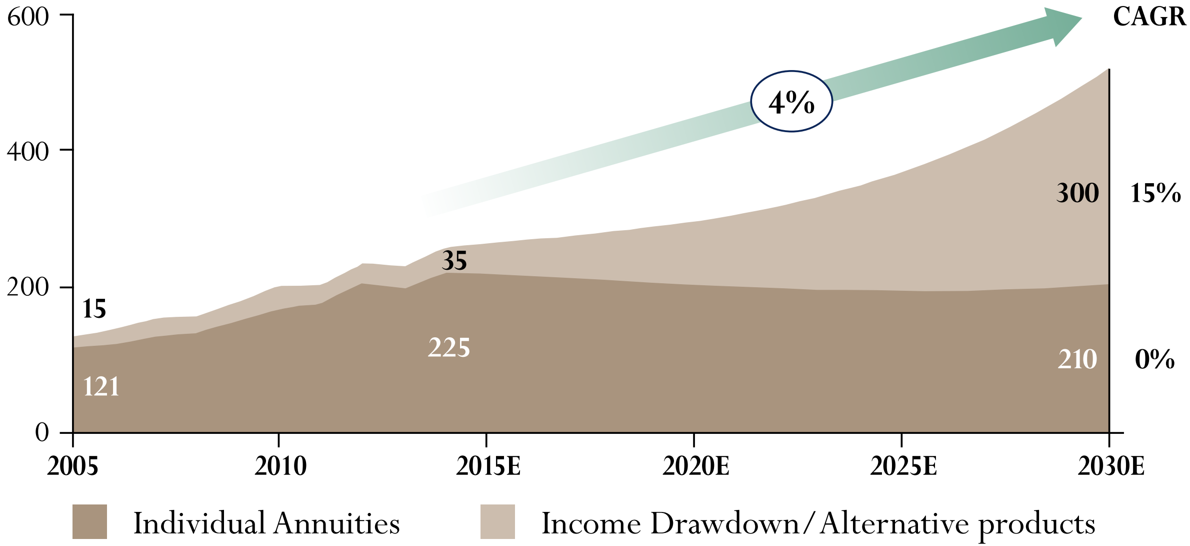
DEFINED CONTRIBUTION ASSETS TO GROW CONSTANTLY AND TREBLE BY 2025

Structural growth opportunity DC assets: 2016-2025 (£bn)



Source: Pensions Policy Institute, Willis Towers Watson, ONS, FCA, Oliver Wyman, Spence Johnson, Just Analysis, Just GifL Seminar slides 29 June 2017. RBC Capital Markets.

PROJECTED GROWTH IN RETIREMENT INCOME ASSETS (£BN)



- In 2015, there were circa 12 million people of retirement age in the UK
- By 2030, this figure will be nearly 14 million, and by 2050, it will be nearly 17 million
- In the USA, individuals aged 65 and over set to rise from about 49 million in 2017 to 79 million by 2035.

Source: Pensions Policy Institute

SOURCE OF NEW BUSINESS/MARKETS

- 88% existing clients, referrals and introductions
- 12% new clients from other sources
- 88% of Partners are confident Brexit will have little or no impact on their business
- Partners are experiencing less competition from local IFAs, other Wealth Managers and financial advisers than in 2014
- Outlook – despite high levels of uncertainty, market volatility and political change, Partner optimism remains very positive

Source: 2016 Partnership survey

THE SJP OPPORTUNITY

• ISAs	
- Cash	£270 bn (August 2018 - HMRC)
- Stocks & shares	£337 bn (August 2018 - HMRC)
• Bank and Building Society deposits	£1,338 bn (August 2018 - Building Societies Association)
• National Savings and Investment (NS&I) deposits	£162 bn (August 2018 - Building Societies Association)
• Mutual funds	£1,101 bn (August 2018 - The Investment Association)
• Discretionary Fund Management	£602 bn (December 2017 - PAM Directory)

COSTS AND CHARGES

THE ADVICE MARKET... TRANSPARENT?

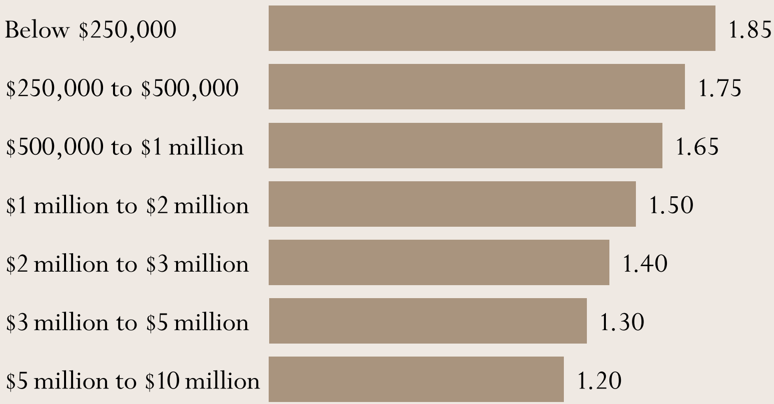
The fees a client may have to consider when trying to compare advice and products based on publicly available information for a variety of firms and providers.

Advice	Initial advice fee	% of initial investment or hourly rate (£)	Tiered fee based on amount invested + VAT
			Rate may depend on seniority of adviser
	Ongoing advice fee	% of funds under management or hourly rate (£)	Tiered fee based on fund value
			Rate may depend on seniority of adviser
	Administration fee	% of funds under management or prescribed fees (£)	Amount based on fund value
			Amount may depend on activity
Platform/Admin	Annual charge (%)	Tiered fee based on fund value	
	Account fee (£)	Amount will depend on platform provider	
	Transaction charges	% of funds under management or prescribed fees (£)	Amount per transaction
			Tiered fee based on transaction size
Tax Wrapper	Wrapper charges	Amount based on fund value	
	Administration fee	Amount will depend on insurance company	
Fund management	Annual management charges (£)	Amount based on value of funds under management	
	Additional miscellaneous costs	Amount based on value of funds under management	

USA – ANNUAL COST OF ADVICE AND INVESTMENT SERVICES
(EXCLUDING INITIAL PLANNING FEES)

The total bill to investors

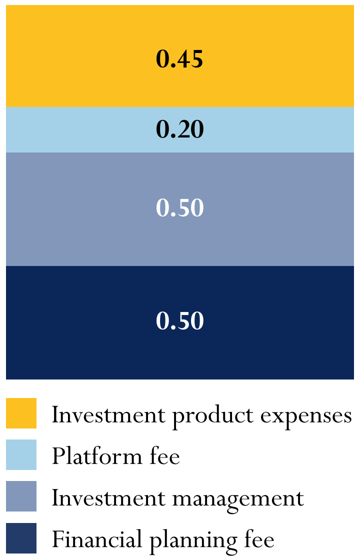
Median annual cost financial advice and investment services, by portfolio size.



NB Initial planning fees charged separately.

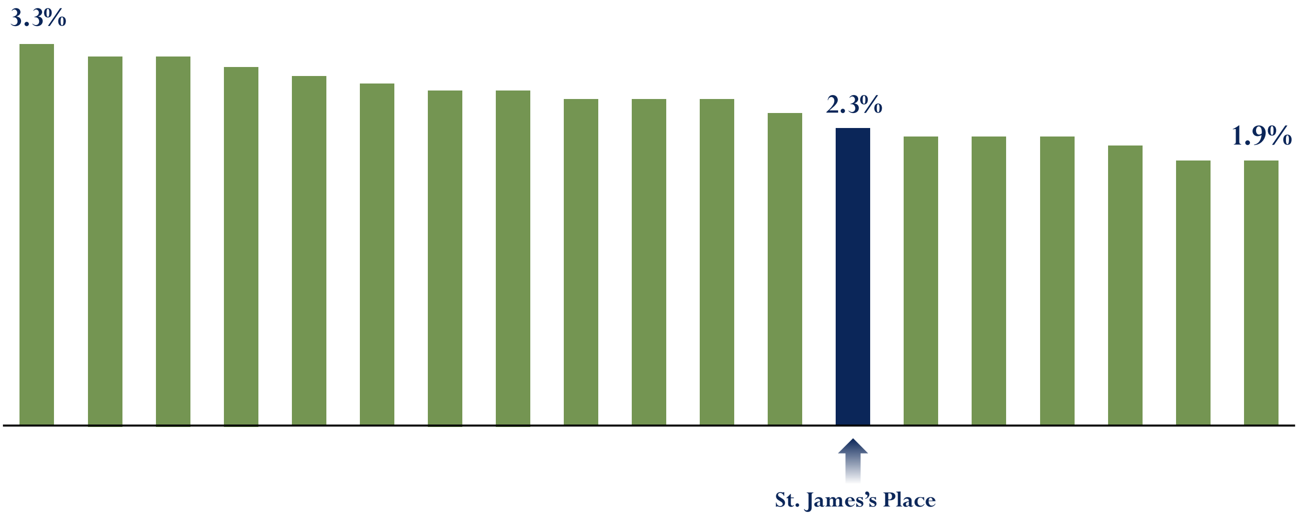
Source: Bloomberg – Planning Profession Fee Survey 2017

Example charges for a $500,000-$1 million portfolio



COSTS OF A FULL ADVICE SERVICE – SJP v PEERS

10 year reduction in yield comparison



Source: Grant Thornton Adviser Charges Report, December 2017.

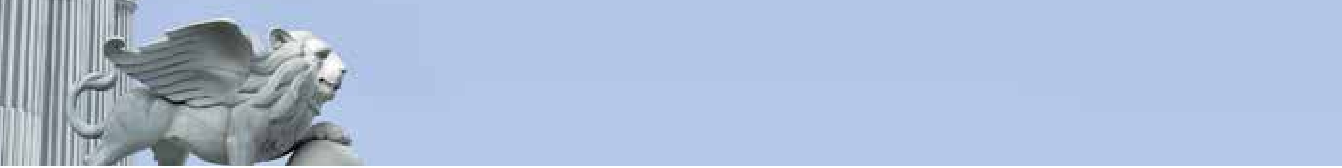
Grant Thornton have been commissioned to produce a quarterly report on adviser charging, covering a range of 18 competitor advice firms that provide a full advice service. The report illustrates the comparative impact of initial and ongoing advice charges, platform / administration fees and typical fund management fees on investment returns over a 10 year period, expressed as a 'reduction in yield'.

PART TWO – FINANCIAL RESULTS

H1 2018 – FINANCIAL SUMMARY

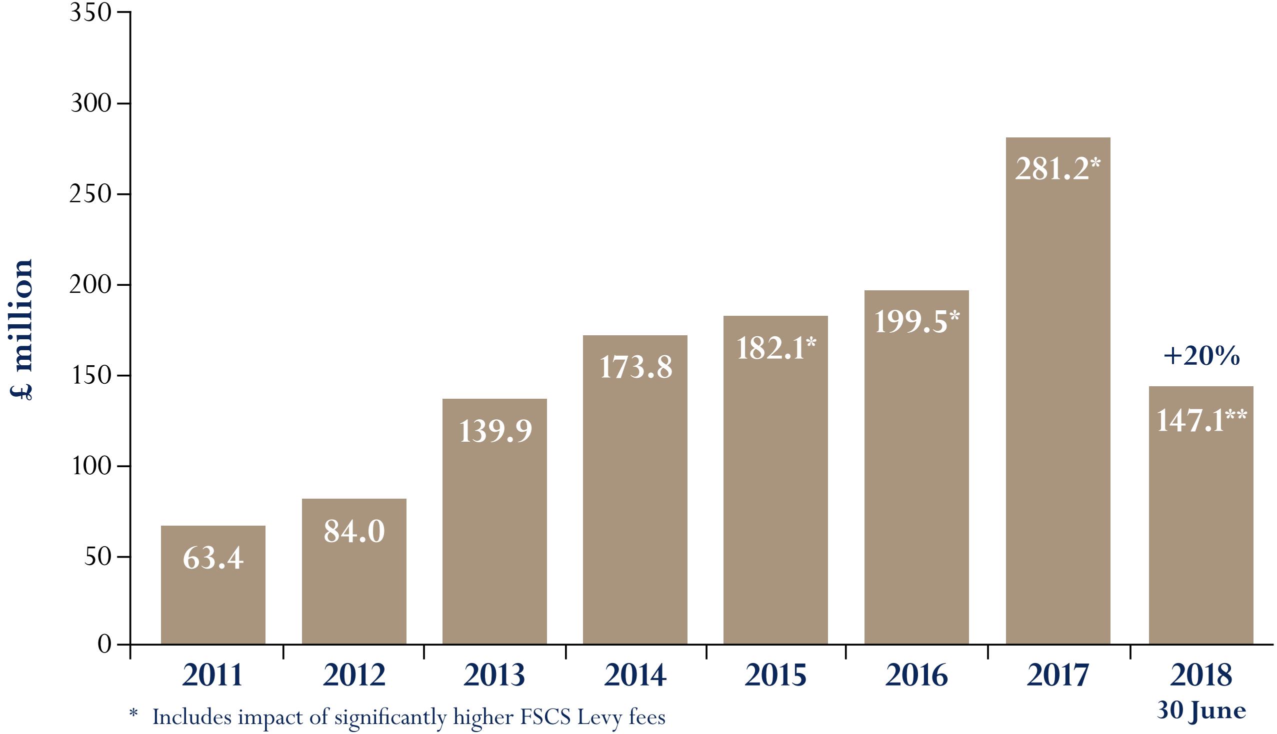
- EEV new business profit of £437.0 million, up 27%
- EEV operating profit of £489.6 million, up 23%
- Operating cash result of £164.2 million, up 18%
- Underlying cash result of £147.1 million, up 20%
- Interim dividend of 18.49 pence per share, up 20%
- Underlying cash earnings per share 28.0 pence, up 19%

CASH & DIVIDEND PROFILE



ST. JAMES'S PLACE
WEALTH MANAGEMENT

UNDERLYING POST-TAX CASH RESULT



* Includes impact of significantly higher FSCS Levy fees

**Includes impact of FSCS Levy fees timing adjustment

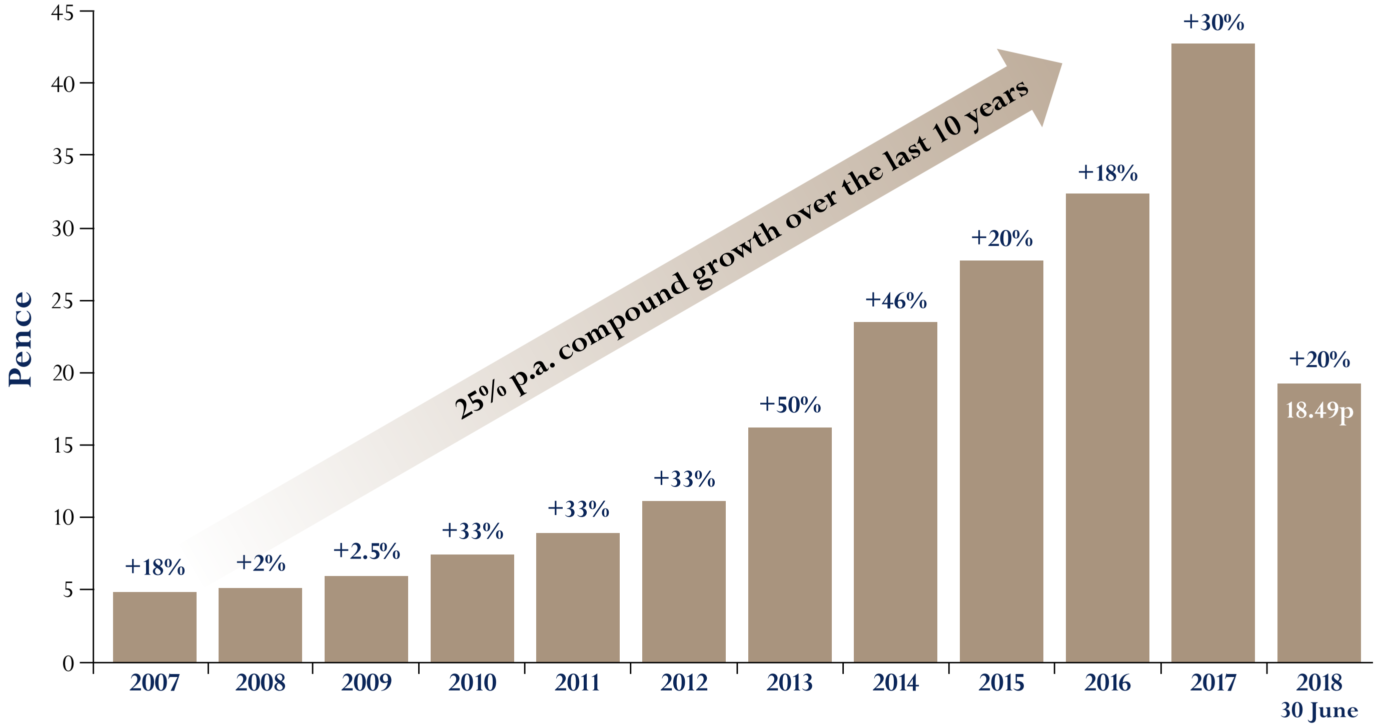
ESTIMATED RETURN ON FUNDS IN GESTATION

- The estimated current value of new business added in the last six years, which is not yet generating positive cash earnings is circa £33.1 billion.
- Assuming the balances remain the same and a group composite net cash return rate of 77bps, the additional future post-tax earnings of these funds is estimated to be circa £255 million per annum.

Year	FUM (£bn)	Post-tax cash (£m)
2012	1.5	11.6
2013	4.0	30.8
2014	4.4	33.9
2015	5.3	40.8
2016	6.2	47.7
2017	7.5	57.8
2018	4.2	32.3
Total	**33.1**	**254.9**

ST. JAMES'S PLACE
WEALTH MANAGEMENT

CONTINUAL DIVIDEND GROWTH

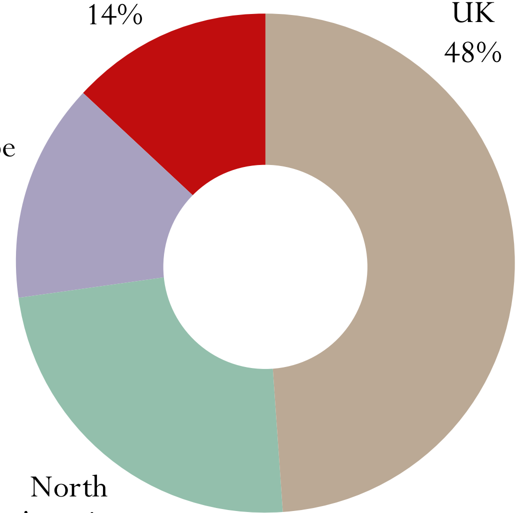


CONCLUSION & OUTLOOK

- The advice market is big
- Favourable demographics
- The tax burden is increasing
- Move from state to individual responsibility
- UK high net worth individuals want face-to-face advice
- Limited access to advice as adviser numbers have reduced
- Established and well-respected brand/business
- Experienced and stable management team
- Experienced and stable advisory team – 'The Partnership'
- Proven and resilient track record of growth
- Global investment management approach
- Strong solvency position
- Award winning performance

OUR SHAREHOLDERS

OUR SHAREHOLDERS



1.	M&G	5.87%
2.	BlackRock (Index)	5.18%
3.	Fidelity (FMR)	4.81%
4.	Baillie Gifford	4.77%
5.	Columbia Threadneedle	4.52%
6.	Allianz Global Investors	4.44%
7.	Vanguard Group	3.24%
8.	Old Mutual Global Investment	3.06%
9.	Legal & General	2.93%
10.	Capital Research & Management	2.82%

Source: KPMG Makinson Cowell

As at 30 September 2018

ANALYST FOLLOWING

ANALYST FOLLOWING

• Andrew Crean	Autonomous
• Alan Devlin	Barclays Capital
• Trevor Moss	Berenberg
• Andrew Sinclair	BoA Merrill Lynch
• Haley Tam	Citi
• Abid Hussain	Credit Suisse
• Oliver Steel	Deutsche Bank
• Greg Simpson	Exane BNP Paribas
• Ashik Musaddi	JP Morgan Cazenove
• Greig Paterson	KBW
• Neil Welch	Macquarie
• Fahad Changazi	Mediobanca
• Jon Hocking	Morgan Stanley
• David McCann	Numis
• Barrie Cornes	Panmure Gordon
• Stuart Duncan	Peel Hunt
• Gordon Aitken	RBC Capital Markets
• Edward Houghton	Sanford C Bernstein
• Paul De'ath	Shore Capital
• Colm Kelly	UBS

ST. JAMES'S PLACE
WEALTH MANAGEMENT

INVESTOR RELATIONS CONTACTS

If you have a query or require more information, please get in touch with one of the contacts below:

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OCTOBER 2018

ST. JAMES'S PLACE
WEALTH MANAGEMENT

SJP6001 Q3 (10/18)