

CLIENT DAY - SHARING INNOVATION AND INSIGHT

March 2017



Part of Yorkshire Building Society

Knowledge sharing experience...

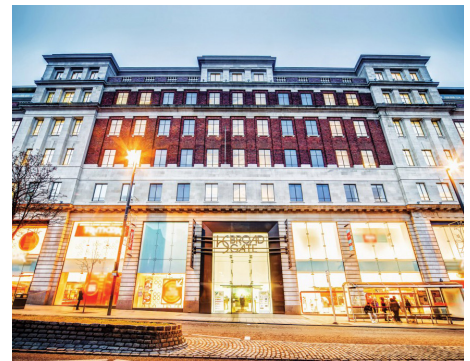
On 3rd March we were delighted to welcome clients and industry specialists to our offices in Leeds for our 2nd Client day in just over 3 months. We have similar events planned throughout the year across the UK including London, Scotland and the Midlands.

The aim is to proactively provide a forum where you can share ideas, learn from others and we can share our thinking on new initiatives and enhancements to our service, shaping the future with your input.

Tell us about your wish list

It continues to be exciting times in share plans, so if there is anything that you would like to see, or is on your wish list, please send Amanda an email at:

business_development@ybs.co.uk



Feedback from our industry specialists and delegates joining us on the day:

"I thought the speakers today were brilliantly balanced and everything flowed well."

"I thoroughly enjoyed the whole event – I found it very useful."

"I was really enthused by the session on financial education as that's something that we're looking to explore as an overall wellbeing incentive."

Financial education and wellbeing



Martin Nellist, Client Experience Manager at YBS Share Plans (YBSSP), provides the background to why we decided to team up with Second Sight and WEALTH at work to offer our corporate clients access to financial education in the work place.

There's been a growing appetite around our share plan clients to offer financial education to their employees and as Gabbi Stopp from ProShare can confirm it's certainly a discussion that's been gathering momentum in the share plans community for some time now.

Employers have put together great benefits programmes and trusted employees to make the right choices, but many employers are now looking to equip them with the tools that will help them make the right choices for them and ensure they get the most out of their share plans and other Employee Benefits.

"As part of Yorkshire Building Society, a Mutual organisation, looking after the interest of our Members is what we do; it's part of our DNA," explains Martin. "Originally formed to help members club together to buy their own homes, that ethos lives on and we're now turning our attention to their financial wellbeing.

"Most importantly we hear lots from our customers about the struggles they have with their everyday finances, how they find it difficult to understand some of the communications they receive and the choices they face. This plays out in some of the poor decision making we see, it's often those that can't afford to make poor choices that do so" stresses Martin.

*Source: referenced on back page.

SETTING THE SCENE

Based on 2015 / 16 survey with YBS Share Plans. 3,100 respondents with @2,600 used in most of the presentation

- Financial behaviour and decision making
- What do participants think and feel about Sharesave?
- How do participants value the product?
- Where does Sharesave sit within an individual's wider savings strategy?
- The role of financial literacy?

Durham UNIVERSITY OF LEEDS

HEADLINE FINDINGS

Considerations

- Communication
- Financial literacy
- Financial planning
- Access to advice

29% SOURCE OF ADVICE

35% OWN SHARES Many for at least 5 years

46%

65% OTHERWISE SPEND IT

FINANCIAL EDUCATION AND LITERACY

Self-rating of financial knowledge also significantly lower for Sharesave only savers

Respondents answer 3 questions

- If shares are worth £100 and they will grow in value by 2% p.a., what will they be worth after 5 years? (more than £102)
- If share values increase by 1% each year and inflation is 2% how much will they be worth after 1 year? (less than today)
- Do company shares provide a safer return than a multi-share investment fund? (no)

	All answers correct	Received financial education
Sharesave only	9%	15%
Other savers	25%	24%



Our 2nd Client Day - held at Broad Gate, Leeds



Ian Bird, Director of Business Development at Second Sight, said:

"We're delighted to be working alongside YBS Share Plans on this offering. YBS Share Plans have taken a very proactive stance when it comes to supporting its corporate clients, both in helping their employees understand their share plan, and also in relation to workplace financial education. Annually we host our HR Masterclass event at the Royal Automobile Club, London. A mixture of guest speakers, discussing topical HR issues, this year's event is the 28th June, with keynote speaker Ros Altmann already confirmed. To register your interest in attending email Amanda"



Hot topics...

All your share plans in one place

YBS Share Plans and Investec Bank plc, in exclusive collaboration, bring you a fully integrated administration and trading solution covering the full scope of Discretionary Share Plans.

Combining our expertise enables us to provide a truly seamless service in 'one place'. Participants can trade in real-time and manage their share plan holdings 24/7, while corporates can access participants' information and run a wide variety of real time reports at their convenience, from anywhere and at any time.**

How ProShare can help you

Q Need to train your team on share plans?

A We can train them, in-house or at our offices

Q Want to engage & educate your employees on shares?

A We can offer bespoke seminars

Q Want to shout about the success of your share plans?

A Enter our Annual Awards

Q Want to benchmark your share plans against market trends?

A Read our SAYE & SIP Annual Survey (free for members)

Q Want to keep up-to-date on technical issues?

A Come to our Annual Conference or join one of our webinars

Q Got a query for HMRC?

A We know the team well and can ask on a 'no-names' basis for you

Tapestry - share plans industry update, with topics including:

Current trends in executive remuneration

- looking at key influences from the shareholder revolt of 2016, through institutional investor updated views and relevant government consultations, to the 2017 AGM so far.

Consideration of the new gender pay gap reporting requirements

- which will be introduced in April 2017 for all UK companies with more than 250 employees.

Recent EU global updates

- including new EU laws governing market abuse, prospectus requirements and data protection, recent changes to tax qualified plans in France, Ireland and the UK and recent changes to tax rates in Europe and around the globe.

CUSTOMERS ARE OUR PRIORITY

YBS Share Plans focus on putting our customers at the heart of everything we do, we have been administering share plans for 36 years and are committed to providing a wide range of share plan administration and deposit taking services for UK & Global Sharesave Plans, Share Incentive Plans (SIP), Sharesave in the Republic of Ireland and through our trusted partnership with Investec Bank plc, Discretionary Share Plans.

GET IN TOUCH HERE

for more information

Source: *Data were obtained from a survey of Sharesave participants whose accounts are administered by YBS Share Plans. The survey was designed and distributed in conjunction with Professor Andrew Pendleton (Durham University Business School) and Professor Andrew Robinson (Leeds University Business School). Participants were invited to complete the survey between October and December 2015 by following a web link to an online survey that was publicised in their annual Sharesave statements. Around 3,300 participants entered the survey with approximately 2,800 completing it in full. Of these, approximately a third of respondents were women and two thirds men.

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