

26 June 2025

Aberdeen Group plc
Spotlight event: interactive investor

Aberdeen Group plc ("Aberdeen" or the "Group") is today holding a presentation for analysts and investors on its direct-to-consumer ("D2C") investment platform, interactive investor (**ii**).

Jason Windsor (CEO of Aberdeen), Richard Wilson (CEO of **ii**, COO of Aberdeen) and members of the **ii** executive team will provide insights into **ii**'s exceptional position in the growing UK D2C market, innovative proposition pipeline, and powerful profit drivers.

During the event the team will detail the plan to deliver on the customer growth and efficiency targets communicated as part of the Group's FY 2024 results and the steps that are being taken to win in the UK D2C market over the longer-term.

The UK's leading subscription-based D2C investment platform

ii is pivotal to Aberdeen's ambition to become the UK's leading Wealth & Investments business. The platform's success and ongoing growth is driven by several key factors:

- Differentiated and highly compelling flat-fee pricing, coupled with exceptional and award-winning customer experience
- High quality technology and top calibre talent with a relentless focus on innovation to respond to evolving customer needs
- A highly efficient business model with scale which supports sustainable growth, underpinned by clear targets
- A winning position in a competitive and consolidating market, with a strong product pipeline to further broaden customer appeal and expand into new market segments

Jason Windsor, CEO of Aberdeen, said:

"interactive investor's excellent performance in 2024 and in 2025 year to date brings significant contribution to operating profit, along with growth in customer numbers and flows.

ii is positioned to capitalise on the demographic and behavioural trends that enable more people to take control of their long-term savings and investments. With advanced technology and a compelling customer experience, we are well placed to enjoy the compound effects of gaining a growing share of a growing market."

Richard Wilson, CEO of **ii, COO of Aberdeen, said:**

"We have the culture, technology and discipline to maintain our current momentum, deliver against our public customer growth and efficiency targets, and achieve our ultimate ambition of being the UK's #1 D2C platform. By prioritising customers, innovating continuously and offering an attractive subscription pricing model, we can ensure that we stay ahead of the game and continue to meet an ever-broader range of customer needs."

The materials used in the presentation will be available [here](#) from 11am.

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About interactive investor

interactive investor (ii) is the UK's number one flat-fee investment platform, offering ISA, SIPP, Junior ISA and general investing accounts, plus leading investment content, tools, choice and service. Customers pay a flat monthly fee, even as their investments grow, meaning they keep more of their money. interactive investor is an award-winning platform and proud to be rated 'Excellent' on Trustpilot. ii is authorised and regulated by the Financial Conduct Authority and FSCS protected.

About Aberdeen Group

Our purpose is to enable our clients to be better investors. We connect investors to the expertise, tools, and solutions they need to grow and manage their wealth with confidence. We are structured around three businesses focused on the changing needs of our clients:

- **interactive investor** is the UK's second largest direct-to-consumer investment platform and number one flat-fee provider. ii enables individuals in the UK to plan, save and invest in the way that works for them
- **Adviser** is the UK's second largest adviser platform. We provide financial planning solutions and technology for UK financial advisers, enabling them to create value for their businesses and their clients
- **Investments** is a specialist asset manager that focuses on areas where we have both strength and scale to capitalise on the key themes shaping the market, through either public markets or alternative asset classes

Our ambition is to be the UK's leading Wealth & Investments group. We are focused on growing our direct and advised wealth platforms and repositioning our specialist asset management business to meet client demand. We are committed to providing excellent client service, supported by leading technology and talent.

As at 31 March 2025, we managed and administered £500bn of our clients' assets.

For more details on what we do, our businesses and how we help our customers and clients, visit aberndeenplc.com

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