

focused on your needs

October 2009

Nils Bolmstrand was recently appointed chief executive officer of Skandia Investment Group (SIG), having been part of the original team that formed SIG in October 2007. Nils was previously chief executive of Skandia Fonder AB, having joined Skandia in 1998. Here, Nils shares his vision for SIG, and explains how its consolidated resource and expertise adds value for financial advisers.

i: Nils, you were recently appointed SIG CEO. What do you see as the key opportunities?

NB: Firstly, I would like to say how excited I am to be given the opportunity to head up what I consider to be one of the most innovative and exciting investment management businesses in the industry at the present time.

Since its formation two years ago SIG has built a great springboard for growth. We have harnessed the fund management activities within the Skandia Group and are now in a position to leverage these resources for the benefit of advisers and their clients. For example, we are in the process of launching ten high quality Skandia Global Funds plc products into the UK. These are Dublin domiciled funds which up until now have not been available to the UK retail investor.

The key for SIG is to deliver investment solutions that are focused on the needs of the customer. We want to work with our internal partners and financial advisers to build investment solutions that meet specific client investment needs – not just delivering traditional retail funds. SIG has unrivalled expertise in utilising external fund managers to deliver customer focused investment solutions. We have a huge opportunity to utilise this expertise and to capitalise on changing investor needs.

SIG's fund companies are one of the largest buyers of retail funds in the world. I want to make sure that our clients benefit from this competitive advantage.

i: How does SIG support the Skandia UK proposition for advisers and their clients?

NB: SIG works closely with Skandia UK to understand the needs of advisers and to deliver investment solutions that match those needs. The risk-controlled Spectrum range is a great example of Skandia UK and SIG jointly finding an investment solution that is focused on the needs of UK advisers and their clients in terms of both the current economic and regulatory environment. It is a solution that uses a full array of asset classes to achieve investors' aims while keeping the investment decision simple for the client.

We respect the fact that every financial adviser and client is different in their investment requirements and are therefore looking for investment solutions that meet their own individual needs. Skandia's UK proposition is all about giving advisers choice to enable them to meet their clients' investment needs – and SIG is at the heart of that proposition. The value that SIG adds is in delivering a wide range of investment solutions to facilitate this, whether that is by selecting managers themselves, utilising our blended solutions, or by sourcing funds for Skandia's open architecture platforms.

i: What are SIG's core strengths in supporting Skandia UK's solutions for financial advisers and their clients?

NB: I believe that SIG currently has brought together some of the best people in the investment management industry to create a powerful research base, one which sets us apart from the competition. It is the quality and strength of our research, the excellence of our portfolio management and our ability to listen to the needs of financial advisers which enables us to lead the market with new and innovative investment solutions.

i: How is SIG responding to the challenge of the financial crisis and the potential impact upon peoples' attitude towards their finances?

NB: Great responsibility comes with being the guardians of our investors' money. Investment performance is a key aspect of this but it is not enough. Risk mitigation is at the core of what we do and our behaviour must never jeopardise the trust that people have placed in us.

I think some areas of the financial services industry have lost sight of consumer needs; we must deliver investment returns that correspond to the risk being taken and ensure that this risk is fully understood by the client.

We have recently undertaken a thorough review and consolidation of our UK fund

CV

September 2009

CEO, Skandia Investment Group

2008 – September 2009

Chief Development Officer,
Skandia Investment Group

2006 – 2008

CEO, Skandia Fonder AB

2004 – 2006

Head of Investment Research,
Skandia Link

2003 – 2004

Project Manager, Skandia
Insurance Company Limited

2002 – 2003

Head of Sales, Skandia
Bank (Switzerland) AG

range to offer clarity to our proposition and these changes are already bearing fruit.

i: What is your future 'vision' for SIG?

NB: We want to be a natural choice for advisers seeking trusted investment solutions. We want to offer flexible solutions that will engage both advisers and their clients with a brand that both parties trust. I intend to ensure that everyone in SIG's fund companies are always mindful that it is the clients' money we are managing and that providing them with good returns is key to our success as a business.

Overall, I believe it is the consolidated resources and expertise of SIG alongside Skandia UK and its in-depth knowledge and understanding of the advisory channel that makes the proposition so unique. The future of Skandia and SIG is something I am extremely excited about, as we continue to build and expand upon our past successes. ●●

In the context of this article SIG describes Skandia's three fund companies and associated investment activities.

your feedback

If you have any feedback for **Nils Bolmstrand** on Skandia Investment Group and its range of solutions, please send them to informer@skandia.co.uk

www.skandia.co.uk

Calls may be monitored and recorded for training purposes and to avoid misunderstandings.

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