

PRESS RELEASE

Better Retirement Group Ltd

The Better Retirement Group is a chartered firm specialising in financial planning pre, at and in retirement. It brings together equityCare and William Burrows Annuities. Better Retirement will provide full retirement planning while specialist and limited advice is available through Better Annuity, Better Care, Better Drawdown, Better EquityRelease, Better Investment and Better Pension.

The Better Retirement Group will provide direct to consumers and business to business services, empowering and enabling consumers to arrive at the most appropriate solution, as well as full service financial planning for those with more complex needs. We offer help with process and information as well as advice.

As Chartered Financial Planners we include a team of highly qualified experts who will advise larger, more complex customers with retirement for drawdown and family financial planning.

The new business will be run by Tim Eadon who has been appointed Managing Director and Billy Burrows who is Annuity Director. Tim Eadon was previously CEO of the Personal Finance Society before becoming MD of equityCare. Billy Burrows established William Burrows Annuities in 2001 after leaving Prudential where he was Marketing Director for Annuities. Better Retirement Group Ltd is the new name of Directly Financial Ltd which previously owned Annuity Direct and other specialist advisers.

Tim Eadon said, "We have successfully integrated our existing specialist annuity and care businesses and expect to grow quickly over the coming months using our expert knowledge and process driven technology to deliver high quality advice and value to our customers".

Billy Burrows said, "Customers are being faced with a growing and more bewildering choice of annuity, drawdown and pension income options. It is more important than ever that they are able to find companies who can explain options clearly, help them in making the most appropriate financial decisions, advise them as to the advantages and consequences and arrange any financial products on the best possible terms".

Notes to editors

Tim Eadon started in financial services in 1995, having spent many years working in the leisure industry. He has always enjoyed interacting with customers and financial advice was a natural next step and an exciting new career. He joined Commercial Union holding various posts, ultimately as Divisional Manager with what became Norwich Union after two subsequent

mergers. Tim has always maintained the mantra that he can “make a difference” and strives towards delivering the right financial solutions for his customers.

In 2003 he joined Sesame, the UK’s largest network of IFAs, to manage and develop the in-house complex pensions advice firm, achieving an MBA in 2004.

He moved in 2006 to become CEO of the Personal Finance Society, leading the foremost professional body for financial advisers in the UK with 24,000 members. Seeing academic achievement sitting alongside good quality financial advice, Tim went on to attain Chartered Financial Planner status in 2007. The role enabled him to have a significant influence on the creation of the Retail Distribution Review, helping drive up the standards in financial services.

In 2009 he co-founded Better Retirement, the first chartered specialists in the equity release and care advice sector. Concerned that many older people are being forced into care homes when all they want is to receive care at home, due mainly to a lack of quality information and sound financial advice, Tim continues to help customers make better informed decisions by providing help and support at a critical time in their lives

2010 saw Better Retirement merge with equityCare in 2010 and then into the Better Retirement Group where Tim is now the MD.

Billy Burrows has been advising clients on all aspects of annuities and pension drawdown for over 20 years, making him one of the country’s leading annuity specialists. His career in annuities started in 1992 when he helped establish Annuity Direct under the leadership of Stuart Bayliss, another member of the BRGL management team. Annuity Direct was one of the first companies to pioneer the better use of the Open Market Option and specialist annuity advice.

In 1999 Billy was asked to join Prudential Annuities as marketing director. This provided an invaluable insight into the workings of the country’s then largest annuity provider. On leaving Prudential, Billy established William Burrows Annuities in partnership with Aspen (Actuaries & Pension Consultants) plc where he also helped launch Aspen Annuities which offered specialist advice to large pension schemes. When Aspen was sold to Capita Billy moved William Burrows Annuities to an IFA firm called MPL Wealth Management.

In 2010 Billy incorporated William Burrows Annuities with the company is that is now known as Better Retirement Group Ltd and at the same time set up Burrows & Cummins to provide clients with a wider range of financial services.

Billy is recognised as one of the UK’s leading annuity specialists. He is frequently quoted in the national press and appears on radio, podcasts and videos. He also writes extensively on annuities and has articles published in the national newspapers, industry publications and BBC website. In 2008 he was awarded industry personality of the year by Scottish Widows for the work he did in educating the public and financial advisers about the advantages of variable annuities.

The Better Retirement Group Ltd is backed by fellow directors **Simon Whitehead** who runs the 4change consultancy and was previously Chief Executive of Partnership Assurance and **Stuart Bayliss** who was previously Chief Executive of Annuity Direct and remains Chief Executive of the Annuity Exchange and a consultant through The City Partnership.

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