

# Services For...

## Asset Managers, Funds, Issuers & Corporate Finance Houses

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The last 25 years have seen increasing rafts of both UK and EU regulation falling on to UK financial services. Launching or operating an investment vehicle, let alone marketing its securities, is fraught with regulatory hurdles.

### **Niche Expertise**

We are a niche regulatory consultancy delivering a range of solutions from strategic advice through practical implementation to representation and assurance.

Whether you're already authorised as a niche Asset Manager or Corporate Finance House, or you're a retail investment manager or adviser interested in launching your own products, or looking to market your expertise via an investment or corporate vehicle, we can help.

### **Getting Started**

The restrictions facing the marketing of investment are many and varied, especially where retail investors are concerned.

They range from the financial promotion restriction ('s.21'), through the Prospectus Directive ('PD') and AIFMD, to the home grown FSMA prohibitions on regulated activity without authorisation and a myriad of COBS restrictions and requirements for authorised firms and distributors.



Purle Consulting Ltd is registered in England with Co.No. 11654290.



We understand these restrictions and how they apply to different distribution channels. We can advise you on ensuring your marketing & distribution strategies remain legal and compliant, and on structuring your investment vehicle so that you are best placed to navigate these restrictions.

We can assist with UK applications for authorisation (or sub-threshold registration) or provide advice on choice of jurisdiction and structure if you are looking to minimise your exposure to the FCA.

### **Ongoing Compliance**

We can help UK authorised firms with: -

- Systems & Controls compliance (inc. conflicts management)
- COBS, COLL & FUND compliance
- Financial Promotions
- Capital adequacy (GENPRU, BIPRU & IFPRU)

### ***Treating Customers Fairly***

- Product Governance
- Building TCF into processes

### ***Expanding & Diversifying***

- Mergers, Aquisitions & Sales
- Launching New Products
- Variations of Permission

### ***Defending Your Business***

- Preparing for FCA Meetings
- Managing Adverse FCA Experiences
- Defending Claims

## **Addressing Regulatory Change**

European Directives (e.g. CRD IV/CRR, MiFID II, AIFMD) represent a continual stream of change impacting investment managers and asset managers with many of the finer points of implementing rules in the UK still to come - particularly with MiFID II.

Whatever the scale, managing regulatory changes requires a few common stages.

A detailed understanding of the requirements is a prerequisite, as is understanding the business model, services and individual products to which the requirements might apply. Gap Analysis and identifying & considering options should usually be undertaken before systems, procedures and processes are changed.

*Early identification of the likely impact of likely regulatory changes pays dividends in the long run.*

## **Charges**

Our charges are based on an hourly rate of £130\* per hour or, for larger projects, a day rate of £1,000\* per day rising slightly for 'expert witness' work. We are always willing to provide estimates and, for easily quantifiable cases, may be able to agree a fixed project fee.

\* Fees are subject to VAT and quoted excl. VAT

Jonathan Purle is a seasoned Compliance & Wealth Management Professional.

He has extensive experience of investment & pension products, portfolios & services in the UK as well as complex structures & chains in various Offshore Financial Centres.

His financial services career has been broad and has included: -

- UK & Swiss Wealth Manager, Group Compliance Officer (2009-12)
- Sizeable Private Client Investment Manager & Discount Broker, Head of Compliance (2006-8)
- Large National IFA Group, Pensions Technical Manager (2001-5)



Jonathan's qualifications include: -

- Chartered Institute of Securities & Investments, Level 6 Diploma
- Fellow of the Personal Finance Society ('FPFS')
- Associate of the Chartered Insurance Institute ('ACII')
- Diploma Member of the Pensions Management Institute ('DipPMI').

In 2005, Jonathan was amongst the first 300 UK practitioners to achieve 'Chartered Financial Planner' status.