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SEI and Cofunds Partner To Provide an Outsourced Investment Solution To Benefit UK IFA Market

LONDON, April 28 /PRNewswire-FirstCall/ -- SEI (Nasdaq: SEIC) today announced the launch of its new investment solution to the UK IFA marketplace, through a strategic partnership with Cofunds, one of the UK's largest investment platforms. SEI has developed a range of strategic portfolios that are designed to align with a spectrum of investors risk profiles and financial goals.

The strategic partnership brings together SEI's asset management capabilities and Cofunds technology and administrative services. This combined offering is designed to provide advisers with the opportunity to build long-term growth and create a more efficient, consistent, and profitable client process.

The SEI Strategic Portfolios embrace SEI's goals-based philosophy and combine modern portfolio construction theory with behavioural finance. By combining dynamic asset allocation and portfolio construction with rebalancing, manager selection, and monitoring, the SEI approach aims to maximize investment opportunities and diversify risk to provide more consistent results for investors.

Specifically designed for the advisory market, the portfolios are designed to help advisers provide tailored client recommendations with a scaleable, risk managed, investment solution and process.

Chris Keogh, Director of SEI's Global Wealth Services, said:

"Advisers increasingly recognise the value of outsourcing asset allocation, portfolio construction, and administration so that they can concentrate on advising clients and growing their businesses. By using an outsource investment solution, they can manage the risk, eliminate the administrative burden, implement a reliable and consistent client process, and focus on meeting regulatory requirements.

"SEI has significant experience of working successfully with advisers globally and we are pleased to be partnering with Cofunds as they are committed to supporting advisers to transform and build long-term growth. Together, we can help advisers better serve their clients and drive the capital value of their businesses."

Commenting on the partnership, Alastair Conway, Sales & Marketing Director of Cofunds said:

"In response to Adviser demand we have partnered with SEI to provide an outsourced investment solution on our platform. Their investment pedigree, understanding of the end investor and experience in providing outsourced solutions to wealth managers around the world makes them an ideal partner as we seek to support the evolution of financial planning here in the UK."

About SEI's Global Wealth Services

SEI's Global Wealth Services is an outsourcing solution for Wealth Managers which encompasses a comprehensive suite of services relating to client acquisition, client management, investment management, investment processing, infrastructure and business services management. The integrated offering aims to provide wealth management organisations the infrastructure operations and administrative support necessary to capitalise on their strategic objectives in a constantly shifting market by helping clients grow revenue, reduce cost and risk and leverage resources, enabling transformation.

At the heart of the solution lies the Global Wealth Platform, launched two years ago through the conversion of its first client, a major UK Private Bank. To date, GWP is operating in twelve countries, transacting in nineteen currencies and trading on twelve exchanges, all using straight through processing.

About SEI's Private Banks Segment

SEI's Private Banks business segment delivers investment management and investment processing services to private banks and wealth management organisations. SEI enables wealth managers to meet the rapidly evolving business and investment needs of their clients. SEI's solutions are designed to help their clients succeed by growing revenue, reducing cost and risk and leveraging resources. SEI's solutions are used by over 290 clients in 9 countries. For more information, visit http://www.seic.com/banks/.

About SEI

SEI (Nasdaq: SEIC) is a leading global provider of outsourced asset management, investment processing and investment operations solutions. The company's innovative solutions help corporations, financial institutions, financial advisors, and affluent families create and manage wealth. As of March 31, 2010, through its subsidiaries and partnerships in which the company has a significant interest, SEI administers $394 billion in mutual fund and pooled assets and manages $162 billion in assets. SEI serves clients, conducts or is registered to conduct business and/or operations, from numerous offices worldwide. For more information, visit www.seic.com.

About Cofunds:

Cofunds is the leading independent investment platform for intermediaries with asset under administration in excess of 23.2bn pounds Sterling (as at 11.03.10). It is an independent company providing a one-stop platform that provides flexible, reliable, convenient administration and management services for intermediaries and their clients. It does not offer investment management or advice, nor does it compete with intermediaries by offering its services directly to the client. Cofunds exist to serve the needs of intermediaries, their clients and fund managers.

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