

Heartwood announces rebrand to Handelsbanken Wealth & Asset Management

(London) Heartwood Wealth Management, the boutique multi asset investment and private wealth management firm, today announces its decision to fully migrate to its parent brand, Handelsbanken.

The firm will now be collectively known by its new name of Handelsbanken Wealth & Asset Management to reflect the complementary nature and close working relationship between Heartwood and Handelsbanken since it was acquired by Handelsbanken in 2013.

Heartwood's wealth management business will retain its current name of Handelsbanken Wealth Management, while the asset management business, Heartwood Investment Management, will become known as Handelsbanken Asset Management.

The rebrand will see changes to the names of the firm's funds, which will replace the prefix 'Heartwood' with 'Handelsbanken'. In addition, a new website at wealthandasset.handelsbanken.co.uk will bring together Handelsbanken Wealth & Asset Management's advice and investment capabilities on a single site, replacing the existing Heartwood and Handelsbanken Wealth websites.

Graham Turner, CEO*, Handelsbanken Wealth & Asset Management, said: "Heartwood has been part of Handelsbanken for seven years, and the name change reflects our desire to be a fully integrated business. It is a natural step in our evolution and will ultimately enable us to deliver more value to our customers, with a best-in-class wealth and investment management proposition."

*Subject to regulatory approval

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Notes to Editors

Important information

Handelsbanken Wealth & Asset Management Limited is authorised and regulated by the Financial Conduct Authority (FCA) in the conduct of investment business, and is a wholly owned subsidiary of Handelsbanken plc. Tax advice which contains no investment element is not regulated by the FCA.

Handelsbanken Wealth & Asset Management Limited offers a wide range of wealth management services to private clients, charities and corporate bodies throughout the UK. These services include retirement, pensions, inheritance and tax planning, as well as investment management which is provided by Handelsbanken Asset Management. As a wholly-owned subsidiary of Handelsbanken plc, Handelsbanken Wealth & Asset Management Limited also provides wealth management services to the UK customers of Handelsbanken through their network of over 200 branches across the UK.

Nothing in this press release constitutes advice to undertake a transaction and professional advice should be taken before investing. Past performance should not be seen as a reliable indicator of future results. The value of investments and any income from them can fall and you may get back less than you invested. Tax rates and legislation are subject to change.