



Why should you choose AFH?

AFH offers so much more than a traditional IFA. Our Investment Committee of experienced senior managers includes an economist, stockbroker and a fund manager.

This enables us to be innovative in our support of individual client objectives. For example, the depth and breadth of our expertise has made it possible for us to focus upon particular investment sectors across the world, rather than be limited by geographical boundaries.

Very few IFAs are authorised to carry out Discretionary Portfolio Management, and even fewer have anything like our breadth of advisory capability, meaning that they are not in a position to capitalise on this expertise, or provide clients with the best solutions.

Our proposition

Independent Financial Advice

Investing for your future
Planning for your Retirement & Retirement Options
Funding for Long Term Care
Protection for your Family
Mortgage/Remortgage
Equity Release

Discretionary & Advisory Investment Management

Discretionary Portfolio Management
Investment Advisory Service
Stockbroking & Share Exchange

Tax & Estate Planning

Estate Preservation & Trust Planning
Inheritance Tax Planning
Tax Efficient Investment Solutions

Corporate Solutions

Pension Planning for Directors
Company Pension Schemes
Protection for your Business & Key Personnel
Business Financing Solutions
Assistance with Government Grants

To arrange an informal no obligation meeting at your home, workplace or at our offices in Bromsgrove, please contact us.

St Johns House
16 Church Street
Bromsgrove
Worcestershire
B61 8DN

Tel: 01527 577775
Fax: 01527 577624

Email: mail@afhgroup.com
Website: www.afhwm.co.uk

AFH Wealth Management is a trading style of AFH Independent Financial Services Limited, which is authorised and regulated by the Financial Services Authority.
www.fsa.gov.uk/register. FSA no. 216704.

Registered in England and Wales. Company no. 04049180.
Registered Office: St. Johns House, 16 Church Street,
Bromsgrove, Worcestershire B61 8DN.

AFH Independent Financial Services Limited is a wholly-owned subsidiary of AFH Financial Group Plc (company no: 07638831).



A wealth of knowledge with a personal approach





Who are AFH?

AFH is a leading Discretionary Wealth Management and Independent Financial Advisory (IFA) firm. We combine the benefits of size and depth of expertise with an approach that is tailored to your needs.

Though West Midlands based, we advise clients across the UK and our success has been built upon maintaining and developing long term relationships with clients, wherever they are.



Alan Hudson
Managing Director
& Founder

History of AFH

AFH, based in Bromsgrove, Worcestershire, was founded in 1990 by Chartered Financial Planner, Alan Hudson.

The business has grown with the aid of a number of carefully chosen acquisitions, including that of the financial services arm of the West Bromwich Building Society.

In recognition of our investment processes and expertise, we are 1 of only 20 firms to be chosen as members of the Adviser Fund Index (AFI) panel, a representative group of the UK's leading financial advice firms, which provides an industry benchmark for advisers to measure their investment performance.

AFH Financial Group Plc is a public quoted company with shares trading on the PLUS-quoted Market. The Company, with headquarters in Bromsgrove, U.K., floated on 23rd June 2011. The PLUS ticker symbol for the Company is 'AFHP'.

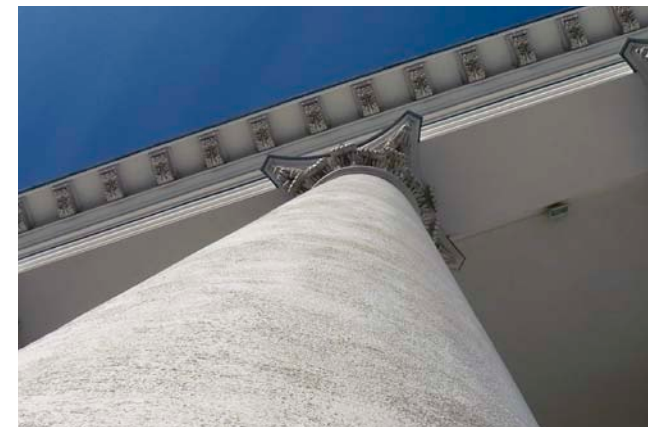
Working to achieve your financial goals

We provide a personal and approachable service through each of our carefully selected professional advisers.

All of our solutions are specific to the needs of each client. Our innovative and proactive approach is underpinned by traditional values of caution and responsibility, coupled with the need to balance risk and reward.

Our size means that we can support a team of in-house investment specialists and technical experts who provide constantly updated information on economic trends and investment options to our hundred-strong team, including our fully qualified investment advisers.

We combine traditional independent financial adviser (IFA) services with Discretionary Portfolio Management and Stockbroking, so that we can capitalise on investment opportunities and provide our clients with a complete range of investments and wealth management services.



Providing independence & choice

Our technical and investment teams have the ability and resources to conduct in-depth research into investments and product providers.

Being independent means that the advice we provide is totally unbiased, so that we can select the very best for our clients.

Only after fully completing a financial review of your affairs and aims will we develop a strategy for you, selecting the appropriate funds and investments from all those available.

Offering financial solutions for you

Whether you are willing to take increased risk for greater reward, or whether you want to go for long-term value or a cautious approach, it is up to you.

Our role is to understand your goals, keep you informed and deliver the best possible outcome.

Life has been made even more challenging by uncertain and troubled economic times and increased volatility in investment markets.

Globalisation has added a new factor in investment management, though it has brought opportunities as well as risks.

Our financial planning service results in strategies which are specifically targeted to your goals and which reflect the need to reduce your taxation liabilities.

We are also committed to regularly reporting in plain English on strategy and progress and to transparency in costs.

We are proud of the long-term association we have with many of our clients, which is demonstrated by the fact that so many of them have shown their appreciation by introducing others to us.