

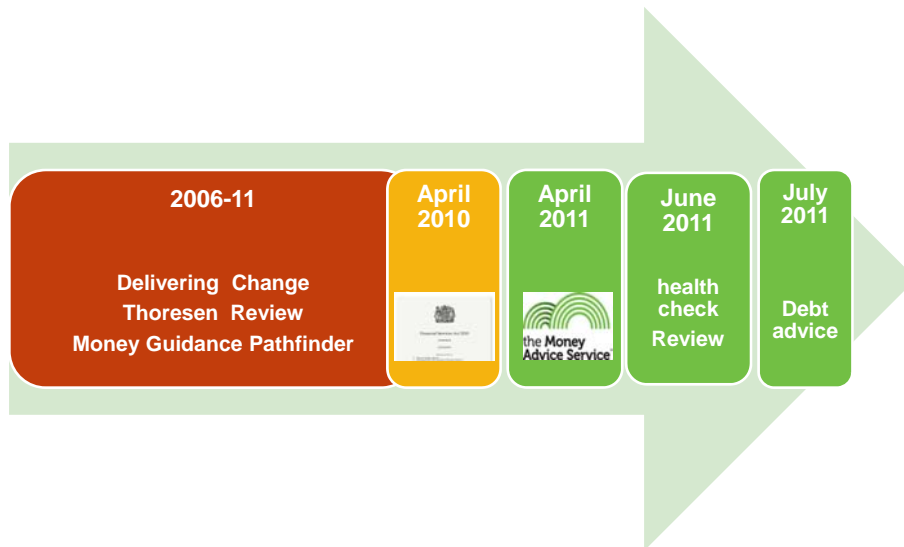
Innovative money advice

Gerard Lemos
Chairman, Money Advice Service

Workshop 2: Innovation tools and impact of new technologies
SEBI-OECD International Conference
on Investor Education
Goa, 3-4 February 2012
moneyadviceservice.org.uk



The journey so far...

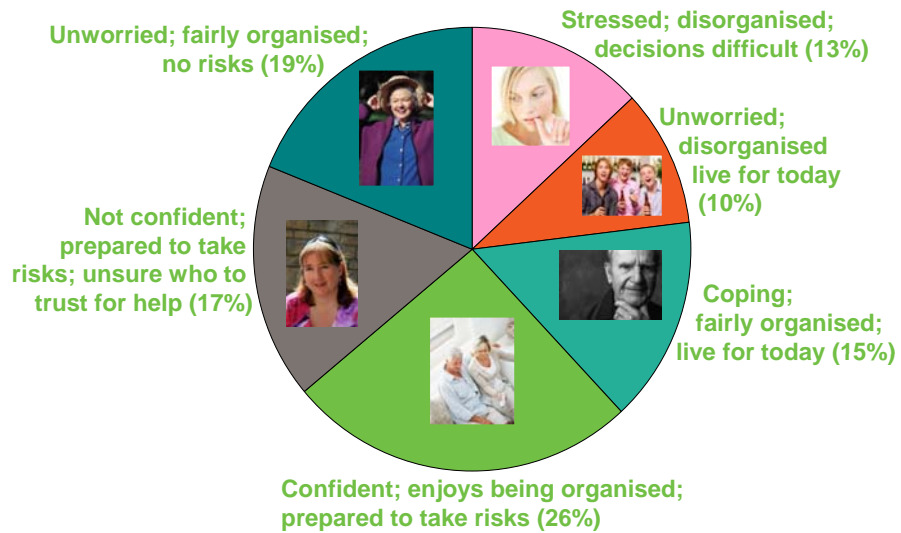


Digital is everyday



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Attitudes are key



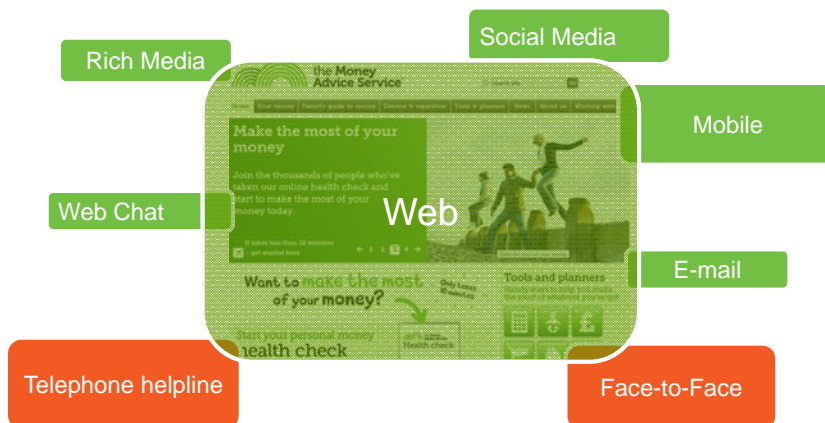
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Attitude + life event = action



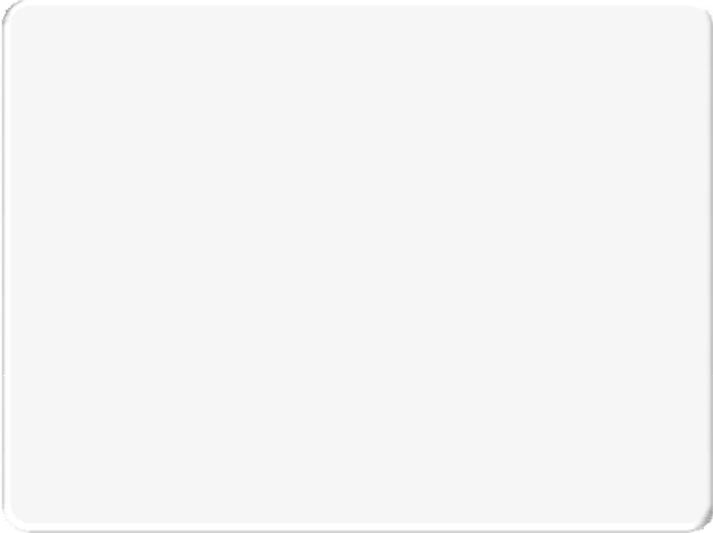
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Building the new service



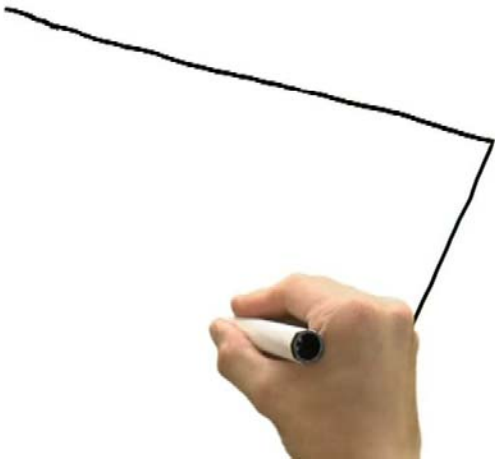
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Online health check



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New TV commercial



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Impact



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A new approach



***Reach more people...with more choices...
...that motivate them to take action...***

***...actions that improve people's long-term
preparedness for life's big changes,
expected and unexpected***



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