

British Friendly appoints IFA as Non-Executive Director

Award winning Income Protection provider British Friendly has appointed Independent Financial Adviser Roy McLoughlin of London based adviser firm Master Adviser, as a new Non-Executive Director.

Roy McLoughlin is an experienced and multi-award winning financial planner with a wealth of knowledge from advising a broad portfolio of private and corporate clients.

Commenting on the appointment Roy McLoughlin said: “British Friendly is an excellent company and this is a really exciting opportunity. It is important for advisers to be represented with insurers and in making this appointment British Friendly has again shown its dedication to the adviser market. Together we share a genuine passion for Income Protection and I’m confident we can take the market forward.”

British Friendly Chief Executive, Mark Myers, said: “We are delighted to welcome Roy to the board. As a founding member of the Income Protection Task Force and now as a leading supporter of the Seven Families project he has shown himself to be a passionate supporter of Income Protection. He will bring hands on knowledge as a practising IFA which will be invaluable in ensuring we do all we can to support advisors in increasing the number of families who have the peace of mind provided by this vital cover.”

British Friendly launched to the UK intermediary market in March 2011 and paid 96.27% of Income Protection claims in 2013.

-ENDS-

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Notes to editors

About British Friendly

Founded in 1902 to provide sickness benefits for Commercial Travellers, British Friendly has over a century of experience of “being there when our members need us most”. Based in Bedford, British Friendly is one of the larger UK Friendly Societies with £90m in assets. As a mutual we exist solely for the benefit of more than 17,000 members and have no shareholders to whom we need to pay dividends. Mark Myers was appointed as Chief Executive in July 2010 to implement the strategic change programme agreed by the Board. Mark has 27 years of financial services experience including 22 years with Lloyds TSB in Sales and Marketing roles, latterly as Retail Sales Director. He then joined LV= in 2005 as Distribution Director and also Chief Executive of LV=’s in house IFA.

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