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Annuity Direct appoints Bob Bullivant as CEO

CII Deputy General to spearhead Annuity Direct's expansion plans

Annuity Direct today announced the appointment of Bob Bullivant as Chief Executive Officer, to spearhead its expansion plans into the retirement income market.

Bob, who many will remember from his days at Helm Godfrey, is currently Deputy Director General of the CII and will take over the day to day running of Annuity Direct's business from the end of April, while Stuart Bayliss will focus on business development and public policy.

Bob said "I've very much enjoyed my role with the CII but the opportunity to take one of the foremost retirement income brokers to the next level was just too good to resist. I really feel that Annuity Direct is exceptionally well positioned to take advantage of the increasing focus on asset decumulation and the Open Market Option and I am looking forward to the opportunity to build on the fantastic brand of Annuity Direct".

Welcoming Bob, Stuart said: "It's really great Bob is joining us. For many years we have known that Bob has a keen interest in the at and in retirement market and is committed to ensuring that consumers receive the highest quality advice and information, enabling them to make decisions maximising benefits for their retirement lifetime. His profile, expertise and experience will benefit us all during a period of rapid change and expansion."

Sandy Scott, CEO of CII, said "I am delighted for Bob that he has been offered this role. Over the past four years, he has combined his industry skills with his educational and qualification knowledge to help establish the CII as one of the leading professional bodies, not just in the UK but globally.

"He will be a great loss to the CII Group but it is reassuring to know that his professionalism and dedication to raising the standards of advice in this sector has been recognised. I and the CII team wish him well in his new career."

- ENDS -

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NOTE TO EDITORS

Annuity Direct has for over 18 years been a leading specialist adviser on pension and retirement income. We advise individuals, employers and trustees and have helped over 60,000 people.

In 2007 Annuity Direct became part of the Partnership Group of Companies, which includes Partnership Assurance, the UK's leading provider of specialist financial products for people suffering from life shortening medical conditions.

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