

The embedded investment platform

An introduction to Seccl

**We build technology
that allows more
people to invest —
and invest well**

Welcome to Seccl.

**We're the Octopus-backed
embedded investment platform
looking to fix the broken investment
platform industry.**

Our software and services empower forward-thinking firms to remove the hassle, lower the cost and improve the overall experience of investing — empowering more people to invest and be treated well.

**We're reimagining what good looks like.
Ready to do the same?**

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Issued by Seccl Technology Limited, a company registered in England and Wales at 20 Manvers Street, Bath, BA1 1JW. (No: 10237930).

About us

We're the embedded investment platform

Why do we exist?
Because investments aren't working...

Our sector is being held back by old tech, dismal processes and misaligned interests. Together they create pointless complexity for financial planning and investment professionals, and provide outdated, overpriced experiences for customers. We're on a mission to fix it.

We help forward-thinking financial planners, wealth managers and investment platforms to reimagine their business and client experience – empowering them to build more sustainable and valuable operations, and meet the digital demands of the future, not the baseline expectations of the past.

A regulated custodian and ISA/SIPP provider, we combine the disruptive mindset to shake things up with the substance to not screw them up.

We're proud to be part of Octopus, the £multi-billion group that's on a mission to breathe new life into broken industries, through companies like Octopus Energy, Octopus Investments and Octopus Money.

For too long, our market has put up with outdated systems that are not fit for purpose. It's time for better. It's time for Seccl.

" We thought there must be a better way for a platform to link up with the huge universe of different financial planning tools, without actually providing them itself.

Lots of platforms try to be all things to all people, by providing a full spectrum of tools that an adviser might want to use. But they struggle to integrate with the tools they actually use already.

We looked around the market and there was nobody else that would allow us to do what we wanted.

And I don't think there is anybody else that we could work with that would allow us to move as quickly as we are. "

James Priday
CEO, P1 Platform

 | PLATFORM



Our purpose

We build technology that helps more people to invest — and invest well.

Our operating principles

- 01
Never settle

We think of ourselves as 'embedded hero-makers' for our customers. We put them first, and if we say we'll do something, we'll move heaven earth to do it. We think boldly and embrace change.
- 02
Take ownership

We think rigorously and deeply about a problem, but then charge at it, acting with an urgency and speed that sets us apart. But we never lose sight on quality or long-term scalability.
- 03
Be generous and candid

We encourage our people — and our customers — to challenge us and never shy away from tough conversations. We have a flat and inclusive culture where everyone can be themselves — and speak up.

Why Seccl?

We're redefining what good looks like

We empower ambitious, forward-thinking companies from across the retail wealth landscape to reimagine their business and their client experience. With Seccl, you can...



Build more valuable businesses
Reduce internal operating costs. Either capture the value, pass on in full or share with clients



Improve your digital offering
Build a lightning-fast – and entirely paperless – investing and advice journey



Integrate systems and tools
Cut out the back and forth and manual processes, to reach new levels of internal efficiency



Serve new clients
Advised, XO or hybrid, wealthy or aspiring... cater for all, with full platform flexibility

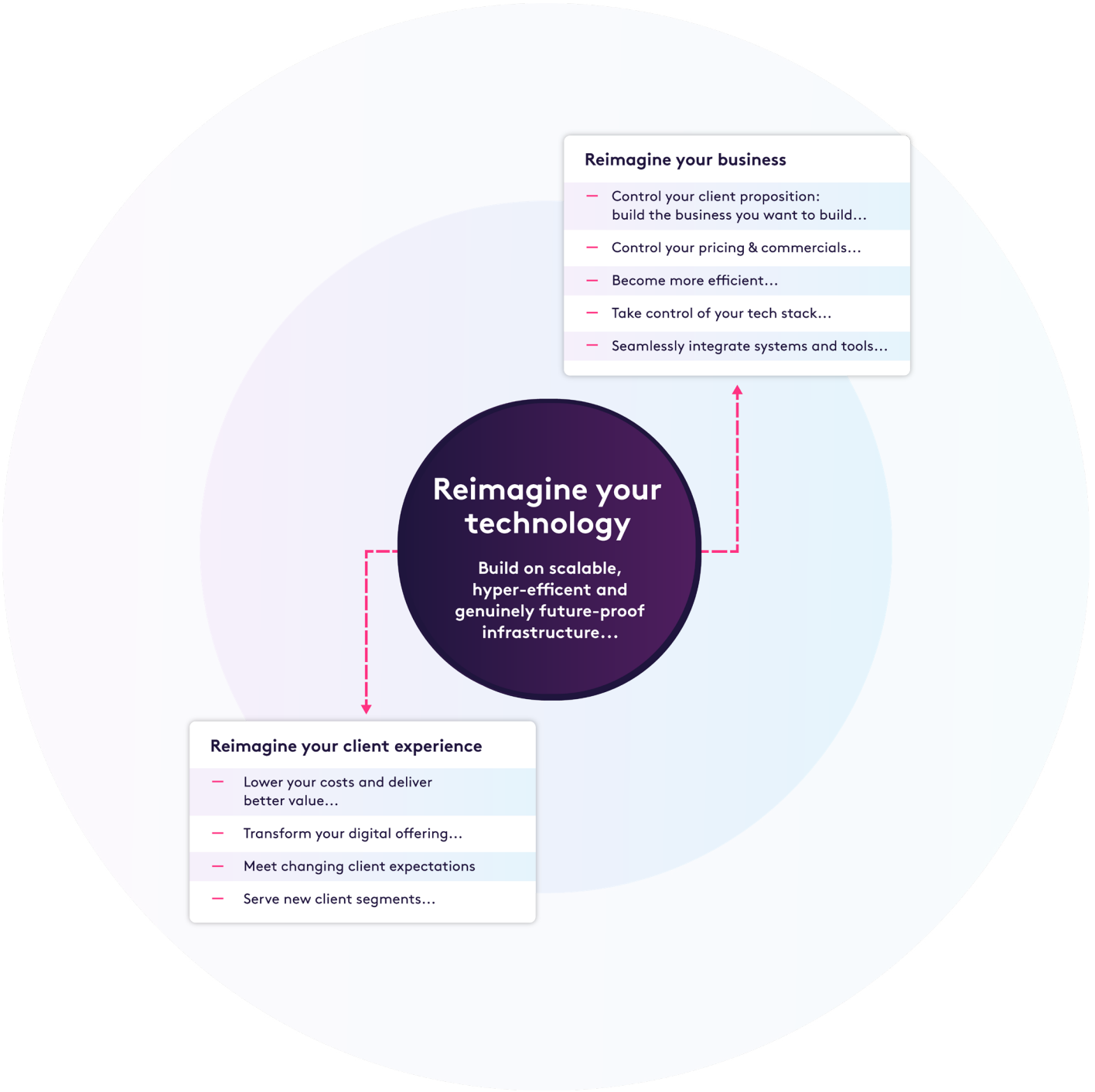


Take control of your proposition
Choose your fee structure, client bank and investment universe, with full platform flexibility



Lower your costs
Deliver a better service, for less, by translating efficiency savings into real client cost-savings

And we do it all by helping you to reimagine your technology. Our low-cost, hyper-efficient and (genuinely) API-first technology infrastructure handles over 1.3 million requests every day, and powers the portfolios of around 216,000 investors.



An ambitious scale-up, with serious backing

The agility of
a disruptor...

The credibility
of Octopus...

We're growing fast

We currently administer over £2 billion of client assets on behalf of around 216,000 UK retail clients, across 25 different investment platforms.

To date, we've facilitated well in excess of 26 million transactions, and typically process an average of 1.3 million API requests every day. We're currently in the process of onboarding a further £3 billion of assets. (All data correct as of July 2024).

We believe we're the fastest-growing custodian and investment technology provider in the market. Our year-to-date net inflows are up 126% vs 2023 and our assets have grown 128% versus Oct 2023 (and all in a challenging market).

We're part of Octopus

In September 2019, while still pre-market, Seccl was acquired by Octopus — the £multi-billion group that's on a mission to breathe new life into broken industries, through companies like Octopus Energy, Octopus Investments and Octopus Money.

On a mission to invest in the people, ideas and industries that will change the world, Octopus continues to support our growth as a fully-aligned shareholder, with a shared ambition to disrupt broken industries.

We're proud to be B Corp certified

We're very proud that we're now B Corp certified - joining a global community of businesses working to make the world a better place. Being a B Corp means that we meet the highest levels of social and environmental performance, transparency and accountability - and that we're committed to maintaining them, for the long term.

**£13.4
billion**

Octopus Group funds
under management¹

**£78
million**

Octopus's surplus
regulatory capital²

**7.5+
million**

customers across Octopus
Group companies¹



¹ —
Source: Octopus, March 2024

² —
Source: Octopus, July 2024



Who we help

Powering the future of wealth

With our embedded investment engine at their core, companies of all shapes and sizes can launch new investment platforms in record quick time – strengthening their proposition, growing their revenue, lowering their costs and improving their customer experience.

Operating across the entire wealth management landscape, we support all kinds of firms — from fledgling start-ups, to large and well-established financial advice businesses and everything in between. In particular, we help...

Financial advisers and consolidators

to take control of their client experience, with a low-cost, fully digital platform

Adviser technology providers

to create a seamless advice journey with their own embedded platform


Start-up wealthtechs

to launch their new investment or advice start-up in record quick time

Neobanks and established fintechs


to deepen customer engagement with their own in-app investment proposition

We’re already powering some of the most innovative and fast-growing firms around today, including...











How we help

Everything you need to launch a leading investment platform

Our embedded investment solution combines a range of software and services that help ambitious firms to launch investment platforms more quickly and affordably than ever before...

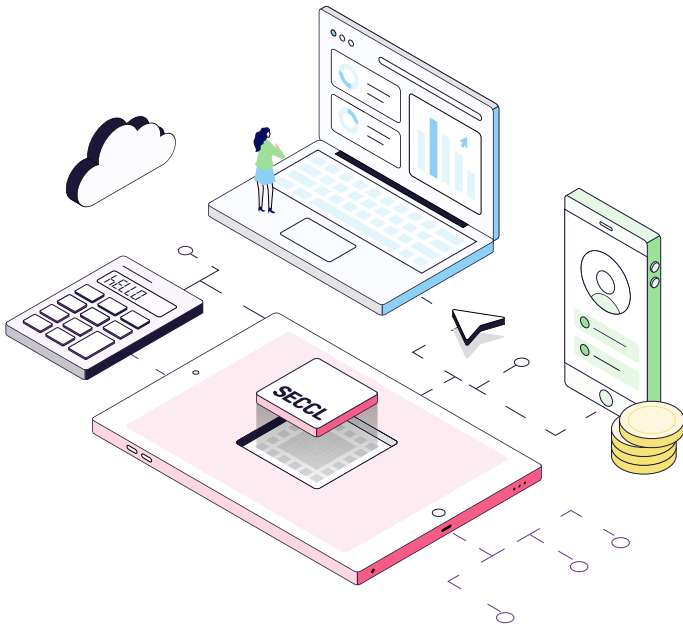


" Our overall aim is to reduce the cost of advice and support advisers to deliver better service to end clients.

First-class technology solutions have been key to the success of Söderberg & Partners in Sweden and we are delighted to now be able to bring this approach to the UK. Seccl will form the foundation of our legacy-free platform and we will continue investing in technology in the months and years to come. "

Nick Raine
CEO, Söderberg & Partners
Wealth Management

The building blocks of modern investing



Efficient custody and client money operations

We're an FCA-regulated custodian, powered by our own hyper-efficient proprietary technology. We can support the trading, settlement and safeguarding of most typical client assets, including funds and exchange traded instruments (ETIs).

- Transfer processing
- Payments
- Trading
- Custody operations and controls

Paperless investment platform functionality

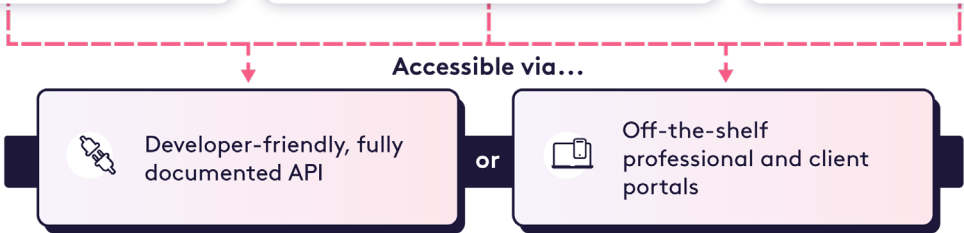
Our client servicing and portfolio management tech provides financial planning professionals with the tools to easily and efficiently onboard and manage their clients.

- Paperless client journeys
- Portfolio management
- Client reporting
- Fee management

Digital tax wrappers

As well as an FCA-regulated custodian, we're an HMRC-registered ISA Manager and SIPP provider — and support integrations with a host of other product providers and wrapper administrators from across the investment landscape.

- GIA
- ISA and JISA
- SIPP – accumulation & drawdown
- SSAS (third-party)
- Third-party accounts
- Offshore bonds



How we're different

Legacy-free tech, built for a changing future...

Change is coming

Technology has changed customer expectations beyond recognition.

In all aspects of our lives, we have come to demand rich and seamless experiences, delivered directly by the brands we know and love.

Ten years ago, this type of convenience, speed and personalisation would have been unthinkable.

Ten years from now, customers will expect a level of sophistication that today we can only dream of.

It's a fast-changing world that demands rapid, continuous innovation.

Death, taxes and regulation...

And it's not just consumer expectations that continue to evolve. Here in the wealth management space there's another constant and necessary change that brands need to navigate: regulation.

From RDR in 2012, to MiFID II and its PROD rules in 2018 — and most recently the implications of Consumer Duty — firms of all shapes and sizes must adapt to a raft of essential regulatory change. And as sure as death and taxes, this trend will continue.

In this context, agility and adaptability aren't nice-to-haves. They're the price for entry.

We design for change

Seccl is built on a simple principle. We know that change is constant — and so we make sure that our technology adapts.

From day one, we built the Seccl system using an approach that involves anticipating potential areas of change and packaging them into unique services — rather than building technology to meet a set of static requirements.

This means that when we inevitably need to change things, we can do so at pace and with a high degree of confidence, since the impact of the change is restricted to a small and well-defined area of our system.

We maintain a single instance

As well as anticipating change through our architecture, we also massively reduce the cost and time of new development work by maintaining a single instance of our code base.

It might sound like a niche point, but it's massively important.

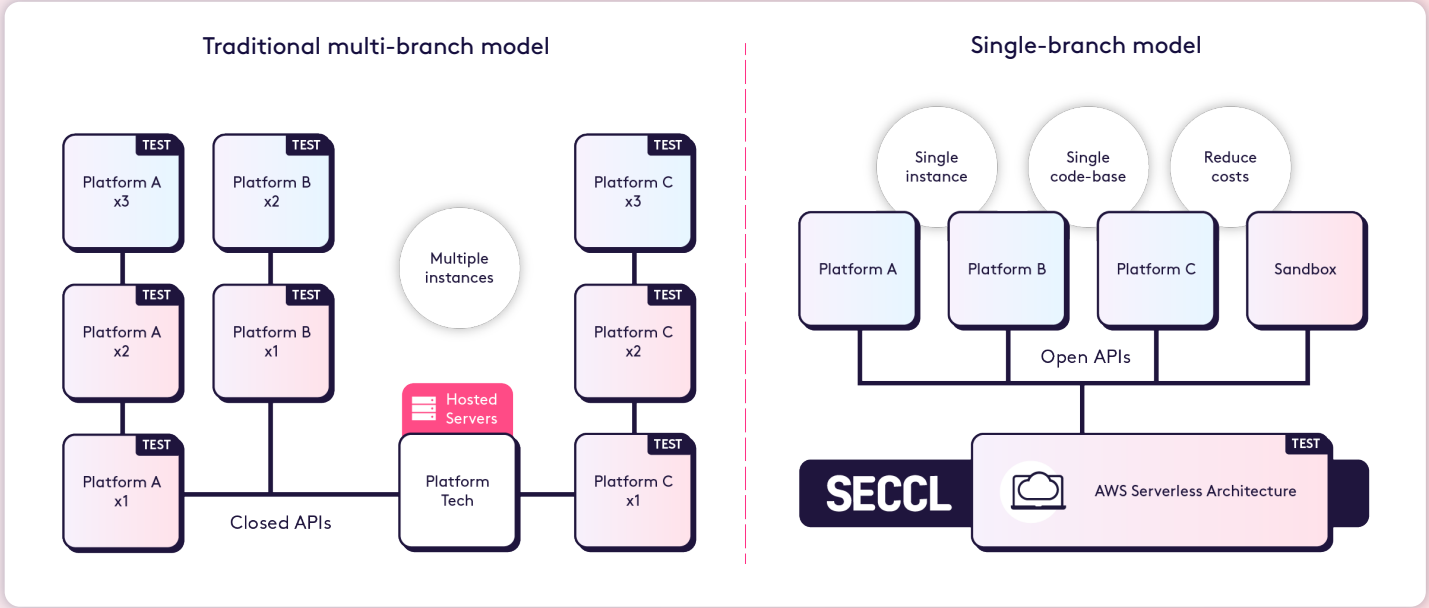
Traditionally, software vendors have tended to deploy different branches of code for each of their clients — meaning they have to replicate work for as many branches as they maintain. It duplicates effort, adds cost and wastes time.

Let's illustrate with an example. Say we build a new feature or piece of functionality — or introduce a fix or some development work to meet changing regulations. Thanks to our 'single instance' approach, we only have to do this once — instantly and securely deploying it to all of our individual clients.

Competitors reliant on a multi-branch model have to replicate the same work for as many branches as they maintain.

Why waste time coding the same feature 200 times, when you can simply do it once — and do it well?

In short, our unique architecture and 'single instance' means we can build features and ship them in double-quick time...



“Why waste time building 200 pensions, when you can simply build one, and build it well?”

We're creating a new standard of hyper-efficiency

Our approach to technology has allowed us to develop new functionality and onboard firms with an unrivalled speed.

Not to mention build what we think is the most automated custody and trading business in the market...

We ship features fast...

Our modern architecture, our independence from traditional providers and our strong, well-aligned backing from Octopus makes for an unrivalled speed of feature development.

For example, in September 2022 we launched our own fully digital accumulation pension after as little as six months of build time.

Followed in 2023 – after just another six months of build – by our highly automated drawdown pension.

We hold ourselves to ever higher standards...

We recently achieved ISO/IEC 27001:2022 certification and take a proactive approach to information security, aligning our controls to this standard and minimising risk.

We release code daily

Most investment platforms tend to package up fixes and new features into infrequent 'big bang' releases. The trouble with this approach is that it tends to bring a whole lot of banging and crashing with it, too – creating lengthy downtimes (planned and unplanned), unexpected problems and, sometimes, costly rollbacks.

Modern technology firms favour a continuous deployment approach – regularly testing and releasing code into a live environment.

In 2023, we made 1,007 deployments of code to production – that's around 80 deployments per month. Many of these were small and iterative, but some were game changing, such as the launch of our digital drawdown SIPP.

We onboard at speed...

And it's not just our feature development that happens at pace – but our ability to get our clients live, too.

Take GoHenry, the children's financial education app with over 2 million customers. Within four months of our very first conversation, we had transferred their entire Junior ISA book across to our custody.

We scale with processes, not people...

Radical efficiency gains are crucial to unlocking the long-term affordability of retail investment propositions – driving down costs, strengthening business models and creating genuine customer value.

While our competitors focus on growth over scalability – growing their headcount to match their assets – we believe our scalability will be the key to our growth.

For an example of the type of efficiencies we aspire to, just take a look at our payment processing. Thanks to an API integration with our client money banking partner, we can allocate client deposits to the appropriate account on our system within a couple of seconds of our bank receiving them, providing all details are correct.

Our reconciliations process is highly automated, meaning intervention is only required on a 'by exception' basis. This dramatically increases operational efficiency removes the need for substantial numbers of cash operations staff.

Recent performance...

216,000

Investors relying on our software and services (December 2024)

1.3 million

Requests made to our API every single day (on average – December 2023)

9+ million

Total transactions processed in 2024

1,007

Deployments of code in 2023

10 seconds

To receive money from client's bank and be ready to invest in the market (see this in action [here](#))

Getting started

From first look to full launch in just a few months

Contrary to what established incumbents might have you believe, it needn't take years or cost millions to launch an investment platform.

With our scalable, modern and legacy-free technology, it's simpler, faster and more affordable than ever. We've outlined the high-level launch journey here. How fast, you ask? Well, we launched and migrated one client's book as little as four months after our first conversation... Can you beat them?

Want to find out more?

Working together...

To learn more about the ins and outs of what's involved – and, in particular, who's responsible for what – take a read of our introductory guide to getting started with Seccl...



Permission to launch...

Discover what permissions you might need to run an investment platform and find tips on how to submit an application to the FCA...

1 **Prep and permissions**
After a series of demos and the usual DD, we'll guide you through the process for obtaining new permissions (if you need any).

2 **Deep-dive workshop**
An intensive, full-day kick-off workshop to fully understand and document your needs, culminating in a full plan detailing the nature and scope of your integration.

3 **Fee-free integration**
As well as guiding you through your technical integration, we'll offer you support on your regulatory, compliance and legal tasks, too. All at zero cost.

4 **Launch**
We work with you to onboard your first new assets and migrate any existing books across to your new platform.

