



## Press Release

*17 January 2019*

### **First specialist independent bulk annuity and consolidator advisory launched – K3 Advisory**

K3 Advisory, the pension market's first specialist independent bulk annuity and consolidator advisory business, has been launched today. K3 will provide advice and broking services for pension scheme sponsors and trustees looking to transfer all or part of their pension liabilities to either bulk annuity providers or non-insured consolidation vehicles. As well as working directly with companies and their schemes, K3 is already working with other pension consultancies across the industry to enhance their credentials and services in the buyout field.

**Adam Davis, Managing Director at K3 Advisory, commented:** "2018 was a record year for buyout transactions and this trend shows no signs of slowing down as we enter 2019. I founded K3 Advisory with the aim of shaking up the bulk annuity market and with the goal of not only doing things differently, but better. Having first-hand experience on both the insurer and consultancy side of the industry, we know the importance of maintaining a balanced, independent perspective. Our unique position allows us to advise on key steps for schemes to take to prepare for buyout and provides a specialist insight into insurer pricing models, managing the process and addressing areas that can affect how attractive their scheme is for insurers. Ultimately, our goal is to create a smooth and cost-effective transition in order to secure the financial futures of all stakeholders in the scheme."

**Davis added:** "As the industry's first fully independent and specialist advisory business in this field, we aim to provide unconflicted advice that allows clients to benefit from our experience in securing a buyout deal that is competitively priced and expertly managed. This last groundbreaking year for the consolidation market has demonstrated that there is a clear growing desire and need for this service, so we look forward to helping our partners to keep up with this growing trend and our clients to receive the support that they need in order to effectively achieve their de-risking goal."

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### Notes to editors

K3 Advisory is the pension market's only specialist independent bulk annuity and consolidator advisory business. Using first-hand experience from both the insurance and pensions sectors, K3 Advisory provides trustees and scheme sponsors with advice and brokering services to secure a smooth and effective transfer of liabilities to an insurer or consolidation vehicle.

The business was founded and formed by Adam Davis in 2018 with the aim of providing truly independent and specialist advice on the bulk annuity and consolidation markets for the benefit of all involved.

See <https://www.k3advisory.com/> for more information.

### Media Contacts

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