

Making the difference

With rewards and benefits



“I want to show
our employees
that we
really care”



Welcome to the Jelf Group

...a different way of looking at reward and benefits

A company is only as good as the people it employs. Our aim, through benefits, is to demonstrate to those people just how much you value them.

Providing the right employee benefits can go a long way to keeping your staff happy, motivated and at work. They can promote a higher level of engagement within your work force and deliver an effective means of managing staff absence.

Managing an effective benefits programme can however create extra work for an already busy HR department. Our aim is to

help you provide the best employee benefits for your staff whilst minimising the disruption to your organisation and saving you money long term.

It's a challenge, but as you'll see from the pages that follow, we've a proven track record in providing tailor-made benefits packages that make a real difference to the performance of our clients' businesses.

We'll work in partnership with you to gain a thorough understanding of your specific requirements. We'll look at the benefits you have in place already and identify where your reward proposition could work more effectively.

Our approach is consultative as we like our clients to be fully involved. We'll listen, examine and then advise; and when we've done that we'll help you to implement and communicate your employee benefits package.

I hope you find the following introduction to our services informative and that we'll have the opportunity to help you provide an employee benefits package that will put you ahead of your competitors.



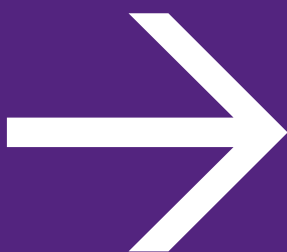
Christopher Jelf
Deputy Chairman and Founder

The way we work

Consultation

It's unlikely that two businesses will face exactly the same HR issues so there's no one-size-fits-all solution.

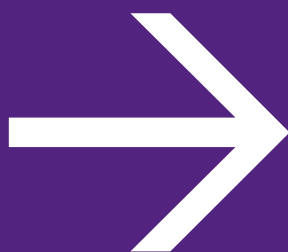
Our aim is to help you to achieve your goals through employee benefits. We'll spend time getting to know your business and your employees until we've got a thorough understanding of what would make a real difference.



Proposal

We'll work with you to identify the specific issues you face. We'll review the suitability of your existing package and suggest improvement if necessary.

Our aim is to free up the time of your HR team by working closely with them to design a cost effective means of managing staff related risk, at the same time as delivering a meaningful employee benefits package that will help you attract and keep quality people.

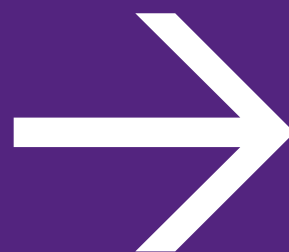


Implementation

Your benefits package will be tailored to your needs and the needs of your employees.

Typically we'll suggest a range of benefits that will help you to achieve your goals.

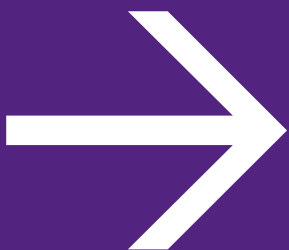
Once we've helped you identify what your business needs are, we'll help you plan and implement the launch.



Communication

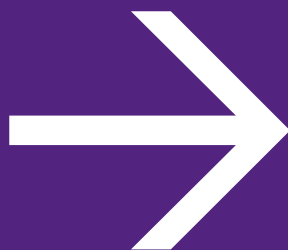
Clear communication is key to the success of any new initiative.

This is why we've made it our priority to effectively communicate the benefits you offer as part of our service, encouraging a healthy uptake of your scheme and good value for money (see page 9 for examples of launch communications we've produced for some of our clients).



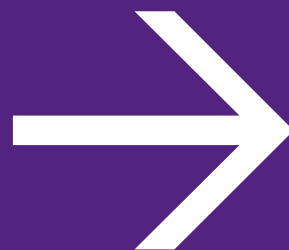
Ongoing management

Once your benefits proposition is in place, we'll maximise its effectiveness by conducting regular comparisons to the alternatives available - that way you can be sure that your benefit offering will always be the best it can be.



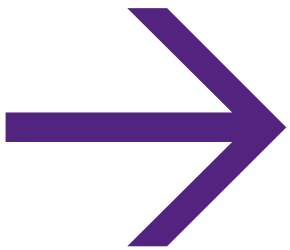
Consultation

Markets change, legislation changes and consequently your business needs will change. We'll undertake periodic reviews of your benefits package and should a change of circumstances necessitate a change to your benefits package, we'll bring it to your attention straight away so that the necessary action can be taken as early as possible.



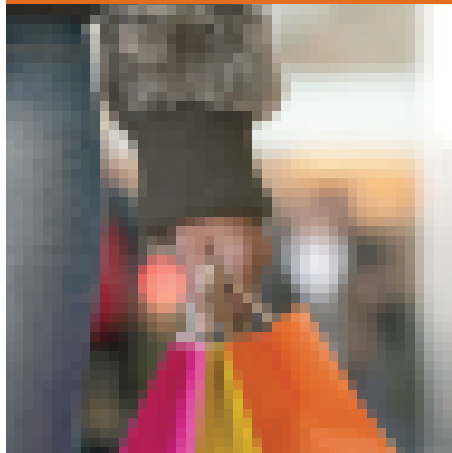
Our solutions

Individually tailored to your business needs



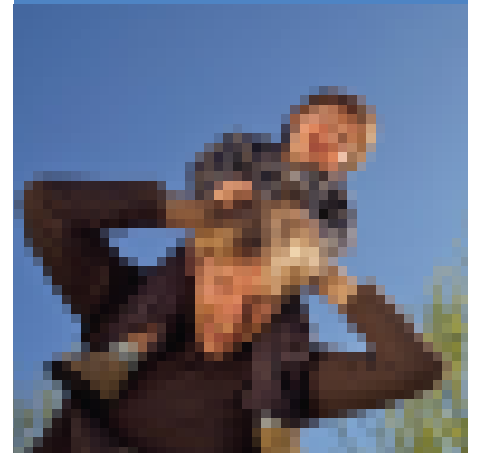
Benefit management

- Flexible benefits
- Voluntary benefits
- Total reward statements
- Administration services
- Financing options



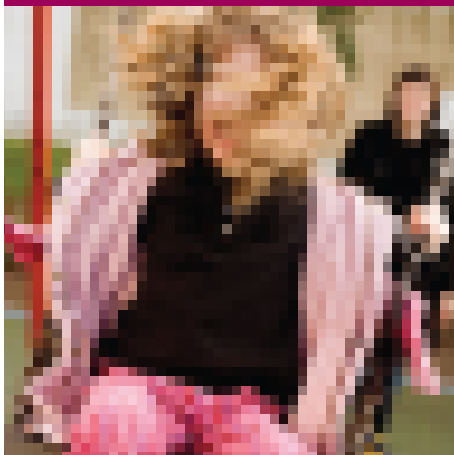
Healthcare

- Private medical insurance
- Claims management
- Health screening
- Absence management
- Occupational health advice
- Employee assistance programmes
- Dental cover



Employee protection benefits

- Income protection
- Critical illness
- Accidental death and injury
- Group life assurance



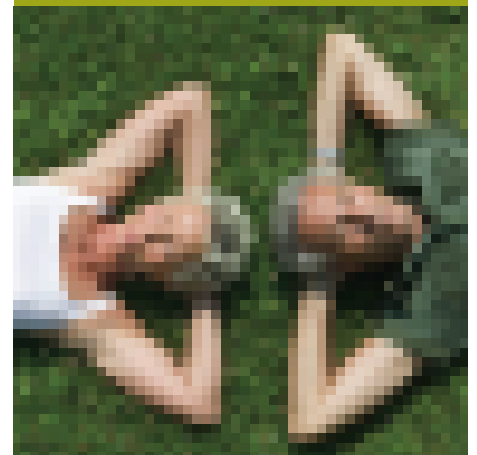
Pensions

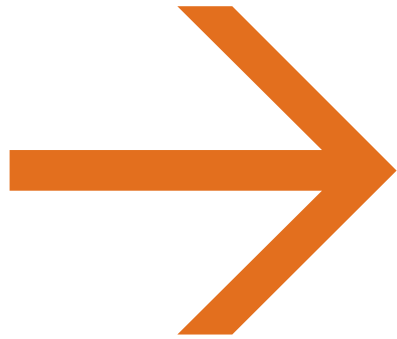
- Defined benefit schemes
- Defined contribution schemes
- Communicating pensions
- Pension transfer bureau
- Annuity service



Financial planning and education

- Financial planning
- Financial education
- Retirement planning
- Redundancy counselling





Benefit management

“What are my
benefits worth?”



Whilst today's employee may be more aware of their complete remuneration package, there is still boardroom debate as to the value of a comprehensive benefits programme

The success of a benefits package is linked not only to the individual benefits within it, but to the planning, implementation and communication of the entire programme. Successfully undertake these tasks and your benefits offering is more likely to be a hit, cost effectively achieving understanding, appreciation, and sustained engagement.

Online benefits

myreward from the Jelf Group is an online benefit management and communication platform which enables you to manage your employee benefit offering with ease. It gives you the ability to effectively manage your employee benefits whilst reducing administrative strain. It also gives your HR team access to detailed management information to aid budgetary planning and the management of people-related risk.

Flexible benefits

myreward provides employees with the opportunity to tailor their benefits package to suit their own lifestyle. Furthermore the myreward team will provide you with the information necessary to choose the right benefits for your employees and will then source and negotiate them for you as part of the process.

Through myreward, employers can also enhance the overall package by adding modules such as voluntary benefits.



"Jelf's experience and expertise in the field of benefits provided us with unstinting help and support in what can be a maze of information and detail.

As a consequence we have put in place an improved benefits package which is not only market competitive but provides return on investment through employee satisfaction."

Elizabeth Thynne
TT International

Voluntary benefits

myshopping offers your staff access to the most comprehensive voluntary benefits website in the UK. The site provides a mixture of savings, discounts and cash back awards from hundreds of retailers. And because it's part of myreward, your employees can see how much they're saving via their Total Reward Statement. As well as discounted shopping we can source other voluntary benefits such as a "bikes for work" scheme and childcare vouchers.

Total reward statements (TRS)

TRS are an effective means of communicating the real value of an individual's complete benefits package. The statement clearly shows the monetary value of each benefit alongside salary, demonstrating your investment in each employee.

TRS are available via the myreward platform but if an online solution is not for you then they can be easily delivered in hard copy (see the Virgin Holidays paper TRS opposite).

Employee opinion surveys

Employee opinion surveys are a vital component of any HR professional's toolkit. Conducted via myreward and managed by our administration team, they can provide you with compelling and meaningful insights to enable you to put together the most effective benefits package for your company.

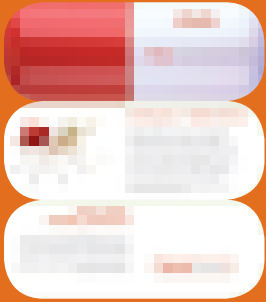
Administration services

Nothing can undermine the provision of a new scheme more than incorrect or out-of-date information. Employee records must be regularly updated and, certainly in the case of flexible benefits, payroll and providers must be communicated with on a regular basis.

We can offer an outsourced administration facility to streamline myreward updates, lightening the load of this time-consuming responsibility.

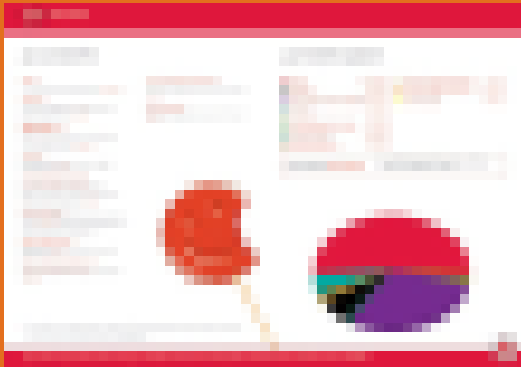
Communication

Communicating benefits is an essential part of the service we offer. For your benefits package to be a hit, your staff need to be aware of it right from the start. As you can see from some of the examples on the right, we have extensive experience in delivering high quality paper-based launch campaigns using posters, desk drops or in-payslip communications. We can also deliver launch roadshows to groups of employees should this be more appropriate.



Launch communications

An example of our company branded launch communications for Takeda.

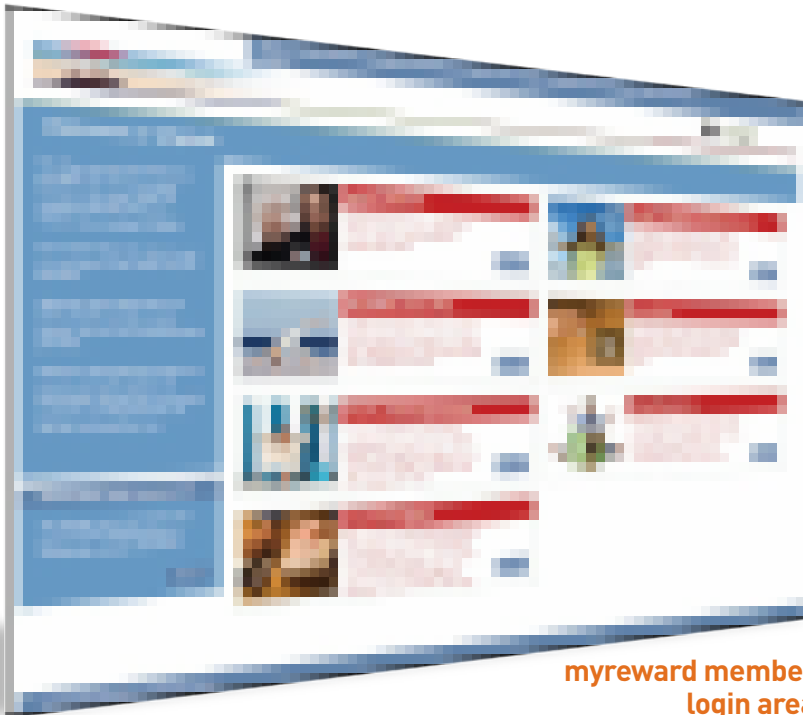


Paper based Total Reward Statements.

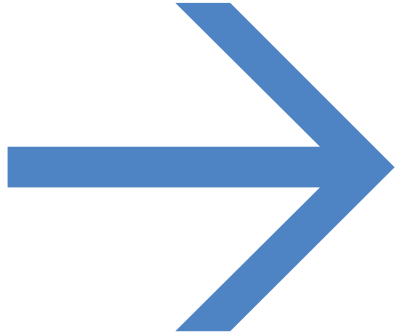
Company branded for Virgin Holidays.

“We chose the Jelf Group because of their innovative approach to flexible benefits and because of the way they continue to up-date their product knowledge and services.”

Sian Cheyne
Takeda UK Ltd



myreward member login area



Healthcare

“I want quick
treatment”



Employee absence is a significant cost to 90% of businesses according to research from the Chartered Institute of Personnel & Development (CIPD)

Their latest employee absence survey (2007) reveals that, on average, sickness absence costs employers £659 per employee every year.

As one of the UK's leading independent healthcare intermediaries, we use our experience and scale to negotiate the most appropriate cover on behalf of our clients.

We have access to a comprehensive range of UK products and services, and utilise our position in the market to develop bespoke products that support businesses of all sizes.

A well designed healthcare programme can help manage the absence-related risk to your business and should achieve the following:

- Provide a highly valued employee benefit for staff
- Provide HR professionals with an effective tool to help manage sickness absence levels
- Alleviate the financial impact of claims
- Aid recruitment and improve staff retention levels

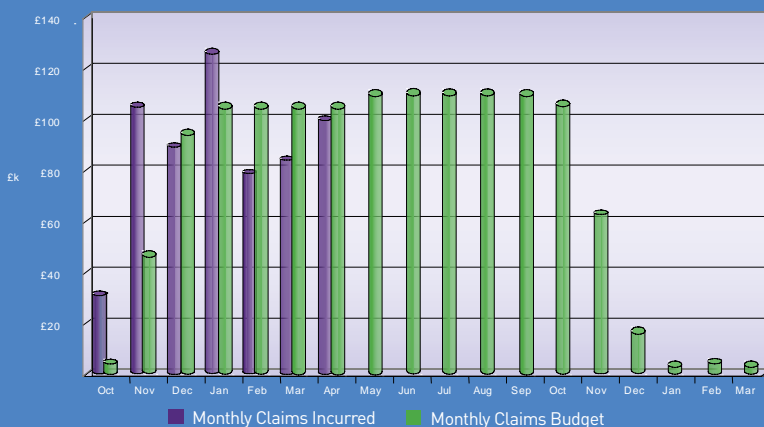
The Jelf Group can provide your business with an integrated healthcare solution that will achieve the above through the following services.

“The Jelf Group has provided Specsavers with outstanding service in all areas of our healthcare requirements. They manage our membership databases and claims, and negotiate with insurers on our behalf.

They are sensitive to our needs, and dedicated to our satisfaction. Nothing is too much trouble and results are always delivered on time and with a smile. The Jelf Group has a proven track record in always going the extra mile, whenever necessary, and it is this level of service and commitment that continues to strengthen the relationship.”

**Henry Mowbray
Specsavers**

Monthly claims incurred in quarters 1 & 2 vs. claims budget



Private Medical Insurance (PMI)

If the worst should happen and an employee is taken ill, private medical insurance can give them access to prompt treatment, helping them to avoid NHS waiting lists, and hopefully enabling a speedy recovery.

Because we're independent, we can source PMI solutions from the UK's leading health insurance providers, to make sure you have the right cover in place for your employees and your business; and because of the strong relationships we have with our suppliers, we have been able to negotiate some of the most competitive prices and contracts available in the market.

International PMI

Working outside the UK, and outside NHS coverage, brings a different challenge to UK businesses. We can also provide PMI advice for companies with employees based overseas.

Private dental insurance

As more and more dentists go private, finding NHS dental care is increasingly difficult. Dental insurance provides cover for private treatment and is a very well received employee benefit for a very competitive premium.

Health screening

Screening can provide vital early diagnosis of many medical conditions. Whether you choose a company-funded programme for key staff or a discounted voluntary scheme for your entire workforce, screening can help reduce the risk, and therefore the cost of absence.

Employee assistance programmes

Stress can be triggered by any number of things either at home or in work. Employee assistance programmes offer a confidential telephone based counselling facility for staff, helping to prevent stressful situations becoming stress related absences.

Absence management and occupational health

An effective absence management strategy can deliver a significant return on investment, whilst benefiting employees and the overall business operation.

We'll help you to identify the cause of sickness absence, uncovering and highlighting trends helping you to manage absence better. Our service is designed to make the cost of absence in your business measurable and manageable.

Occupational health is inextricably linked with absence management. Our occupational health service can help employees get back to work quicker and provide you with an insight into how your working environment impacts the health of your workforce, meaning that potentially unrecognised risks can be addressed before they become a problem for your employees or your business.

Elite claims service

This service has been designed to reduce the work involved in managing the administration of your healthcare offering.

We can communicate your scheme by producing branded scheme booklets; manage membership changes – adding new members when they join and removing those who have left the scheme; and provide HR teams with monthly statements to keep them informed of scheme uptake and usage.

As well as administering your scheme, we can also provide a dedicated helpline for those wishing to make a claim, taking any additional stress out of what could potentially already be an unpleasant situation.

**Scheme booklets
for healthcare
schemes we run
for large and small
businesses**

That's What Special Is About

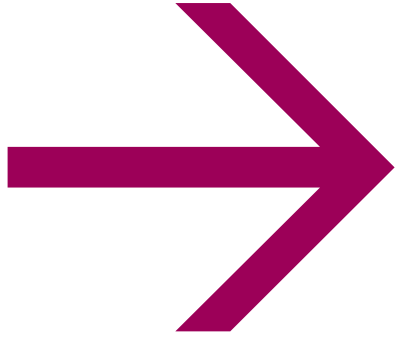
**Feeling Good
with the Jelf Group**

Jelf Group plc

Healthcare

“I was impressed by the Jelf Group’s approach and confident that by the end of the exercise our employee benefits offering would be structured in the most appropriate way to benefit both the business and our employees, without us having to incur additional costs outside of the budget.”

**Rachel Pendrigh
RiskMetrics Group**



Employee protection benefits

“I want to protect
my family”



We can help your employees plan for their future and we can help you to promote a healthy lifestyle amongst your workforce

Dealing with more sensitive issues such as critical illness or even death can be much more difficult however. The Jelf Group can help both the employer and employee through these emotional situations by providing a robust and competitive suite of employee protection benefits.

Protection benefits are relatively low cost but rate very highly with employees and offer peace of mind to those with dependants. They form a critical part of an employer's benefits package and promote a culture of care to the workforce at a measurable cost.

We have extensive knowledge and expertise in the often complicated world of protection benefits and provide advice and administration services to many organisations – ranging from small start-up companies to large multinationals.

The list below summarises the employee protection benefits we can provide for our clients:

- Group life assurance
 - death-in-service pensions
 - unapproved life cover
 - excepted life cover
- Income protection
- Critical illness
- Accidental death and disability

“Jelf provide expert advice and management on the schemes through implementation, day-to-day queries, taxation and renewal.

Jelf Group comes highly recommended by ICG, they reduce our administration burden and give us peace of mind knowing that we are market competitive and fully compliant.”

Jenny Purshouse
ICG plc

The Jelf Group can provide you with the support of a dedicated team of experienced risk consultants and administrators. We will take the time to understand your needs and provide you with the advice you need to successfully manage your employee protection benefits. Our team has a depth of knowledge in available products, insurance markets, and administrative issues; and as a major presence in the market we are able to considerably influence insurers, negotiate the best terms for clients and resolve any problems quickly and effectively.

Claims management

Claims need to be managed effectively and this requires specialist skill and attention. We can offer as much assistance as you need when claims arise, to ensure that the process is as smooth as possible and delays are avoided.

Underwriting

Ensuring that your employees are properly insured is a top priority. Should any underwriting be required, we'll ensure that this is identified immediately and any periods where full cover is not in place are kept to an absolute minimum.

Communication

Employee protection benefits can really improve employer/employee relations when properly explained and communicated. We provide our clients with communication materials suitable for their particular workforce whether through internal communications such as announcements, leaflets and benefit booklets or employee presentations.

Market reviews

Whether you just want to benchmark your premium or consider a full scale review of your current benefit provision, the Jelf Group can conduct a market review that will guide you every step of the way. We have a passion for ensuring that our clients get the most competitive terms available whilst ensuring that premiums are kept at a sustainable and manageable level.

The Jelf Group also offers Key Person, Shareholder and Partnership Protection

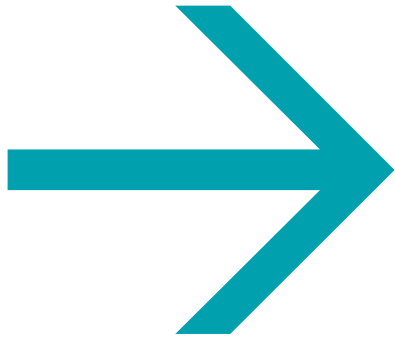


**Company branded
benefits scheme booklet
for Space Engineering
Services**

“Over the years we have built up an excellent working relationship with the Jelf Group who provide us with a high level of technical and administrative support in respect of our group protection policies. The service they provide is not only first class, but the people at Jelf also make this service very personal, which makes a real difference.”

Frank Maybin
Kier Group





Pensions

“I want to save for my future”



With life expectancy increasing, your pension fund needs to provide an income for a longer period of time

Many of us put off arranging a pension because we feel we need to know more about them before we invest - something most of us simply don't make the time for. This, combined with a greater need to save for our futures, is putting a pension scheme very high up on the wish list of today's job seeker. Modern company pension schemes can play an important part in attracting and retaining quality candidates.

Defined contribution schemes

These schemes are cost effective, flexible, portable and easy to understand. Our purchasing power enables us to negotiate the most competitive terms for you and your employees, resulting in a larger fund being accumulated, generating more tax free cash and income for members at retirement.

Defined benefit schemes

These schemes are becoming less popular due to their high running costs and the level of risk associated with them. As a result many employers have decided to close them to future membership.

At the Jelf Group we can help you manage the risk associated with these schemes in a cost effective manner and, if appropriate, assist with their closure. We can then help you plan and implement a new scheme should that be the best option for your company.

We've a wide range of experience in evaluating risk, administration and providing investment advice so we can help you manage this process of change with a constructive and joined-up communication campaign.

"The team are extremely knowledgeable, thorough and helpful. They are effective and efficient at dealing with associate's queries and very supportive of the business.

They understand that companies often have unique challenges when communicating to their staff both in terms of logistics and complexity."

Judy Luckins
Honda of the UK
Manufacturing Ltd

Design, implementation and communication

Pensions typically represent employers' largest spend on employee benefits and it is therefore crucial to ensure that you achieve good value for money from your investment. Key to this is providing an appropriate, well designed and communicated scheme.

At the Jelf Group, we can help you decide which pension scheme best suits your requirements. We specialise in launching and communicating schemes, ensuring your employees understand and appreciate this valuable benefit. We can provide a fully supported proposition through scheme design, implementation, employee communication, and ongoing scheme review.

Scheme governance

The Jelf Group can assist with the often complicated process of scheme governance and provide support and assistance in areas specific to your needs.

Forecasting pensions

If you're thinking about retirement, it's wise to review your pension plans as early as possible. Our retirement guides and retirement planning calculators can help members identify just how much they should consider saving in order to achieve their target pension at retirement.

The next step is to determine how to reach that target. The Jelf Group can help members to do this by meeting with them to discuss their options in a one-to-one environment.

Dedicated scheme manager

We will ensure your scheme has a professional and friendly team to look after you and your employees. A scheme manager will act as your first point of contact and work with you to ensure the smooth and effective administration of your scheme.

Transfer team

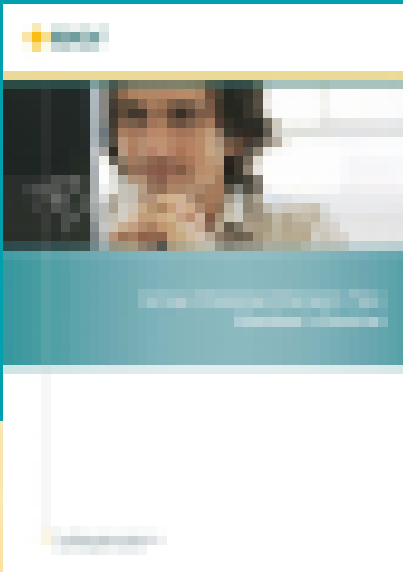
We all seem to collect pension "baggage" over our lives as we change jobs. The Jelf Group can give members the chance to consolidate these into your company pension scheme if appropriate, potentially saving money by offering lower annual management charges.

Retirement counselling and the annuity service

Many people find that they are more in need of advice the closer they get to retirement. For this reason, the Jelf Group provide counselling for those approaching retirement, covering a variety of different issues including healthcare provision, tax planning and investment advice.

Deciding how to go about providing your pension income - and if by annuity, which annuity to choose - is one of the most important retirement decisions you will need to make. We can help your employees make the right decisions at this crucial time.

The Jelf Group's annuity service provides invaluable advice at the point of retirement which provides scheme members with access to a comprehensive review of the annuity market.

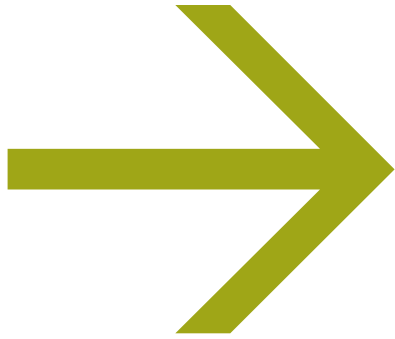


Company branded pension scheme booklets for Exor and Molton Brown

“Since we appointed the Jelf Group to run our group personal pension plan, I have been pleased to note a number of improvements in the way our company has been supported, the manner you communicate with our employees and the overall up take of the scheme. Your support team have been excellent – long may this continue.”

Andre Roux
Schenker Ltd





Financial planning and education

“I’d like some
financial advice”



Work takes up a large proportion of our lives and with any luck, retirement could now last almost as long

Retirement should be a rewarding and enjoyable time so planning is vital. Many employers nowadays recognise the value of helping their staff prepare for life after work. Our service enables employers to meet this need. We can provide advice to those leaving employment, whether due to retirement or redundancy, and tailor a programme of courses and one-to-one appointments to suit your company's needs, and those of your employees.

Open courses

People are becoming more and more aware of how much forward planning can improve their retirement portfolio. As a result there is a growing need for more generalised advice for employees. Our open courses are ideally suited to companies who have small numbers of staff seeking advice at any one time. They are attended by delegates from different companies at a conveniently located venue.

One-to-one meetings

Usually retirement advice is only required for small numbers of people at any one time, so one-to-one meetings can be the most appropriate way to deliver

it. We'll meet with an individual to understand their unique situation and objectives, then provide them with a comprehensive report detailing the areas discussed. This can include mortgage, loan and debt advice, pension planning, wills and lasting power of attorney, investments and portfolio planning.

Bespoke courses

For most companies, it's unusual to have a number of employees retiring at the same time but it's possible you may have a group of employees made redundant. Neither giving nor receiving notice of redundancy is easy, but providing staff with access to advice and information can enable them to move forward in a positive way. Should this need arise we can run in-house courses for groups of people - either on your premises or at a convenient location.

Course speakers

Our speakers are all specialists in their field, chosen for their skill at communicating and for their depth of knowledge and technical expertise.

"The Jelf Group has provided presentations for National Grid Company's retirement and mid-life seminars for many years. They have some of the best specialist financial speakers that I have had the pleasure of being associated with and the feedback from course delegates has always been very complimentary.

They demonstrate a high degree of integrity and professionalism throughout their business relationships and I have every confidence in recommending their services to other organisations."

Eric A Dyer MBE
National Grid

An invitation to one of our open courses



Jelf Group plc

 Email: office@jelfgroup.com

National information line: 0845 602 1858

Head office:
Bristol Fromeforde House, Church Road, Yate, Bristol BS37 5JB Tel: 01454 272727 Fax: 01454 272728

Altrincham Tel: 0161 927 9549 Fax: 0161 941 7863

Bath Tel: 01225 822000 Fax: 01225 329028
 Fax: 01225 758124

Bristol Tel: 0845 4501223 Fax: 01454 272450

Cardiff Tel: 02920 768000 Fax: 02920 747475

Cheltenham Tel: 01242 231000 Fax: 01242 253671
 Tel: 01242 225860 Fax: 01242 225861

Chippenham Tel: 01249 464794 Fax: 01249 705128

Dawlish Tel: 01803 872666 Fax: 01626 867948

Guildford Tel: 01483 431100 Fax: 01483 431101

Ludlow Tel: 01584 873000 Fax: 01584 875120
 Tel: 01584 875000

Newton Abbot Tel: 01626 336332 Fax: 01626 351772
 Tel: 01803 872666 Fax: 01803 875727

Okehampton Tel: 0845 1300514 Fax: 01837 54828
 Tel: 01837 659668 Fax: 01837 650040

Oxford Tel: 01993 885470 Fax: 01993 885471

Paignton Tel: 01803 552888 Fax: 01803 529232

Plymouth Tel: 01752 252222 Fax: 01752 290009

Reading Tel: 0118 983 9990 Fax: 0118 983 9980
 Tel: 0118 983 9994 Fax: 0118 983 9978

Ringwood Tel: 01425 471452 Fax: 01425 471453

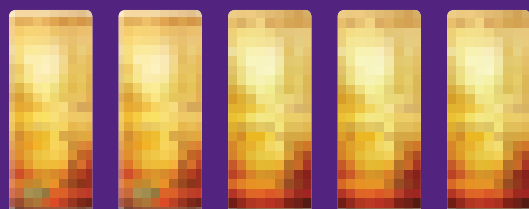
Swansea Tel: 01792 456643 Fax: 01792 651314

Swindon Tel: 01793 851650 Fax: 01793 851696

Taunton Tel: 01823 365640 Fax: 01823 365649

Trowbridge Tel: 01225 760303 Fax: 01225 753631

Wells Tel: 01749 670071 Fax: 01749 670042

www.jelfgroup.com

WINNER
 Health insurance
 intermediary of
 the year 2007

WINNER
 Best International
 Medical insurance
 intermediary
 of the year 2007

WINNER
 Best international
 intermediary 2008

WINNER
 Intermediary
 of the Year 2008

WINNER
 Best Newcomer
 2008

Jelf Group plc: Insurance – Healthcare – Employee benefits – Commercial finance – Wealth management

Jelf Financial Planning Ltd, Jelf Insurance Brokers Ltd and Jelf Wellbeing Ltd are part of Jelf Group plc and are authorised and regulated by the Financial Services Authority (FSA). Jelf Commercial Finance Ltd, part of Jelf Group plc, is not authorised or regulated by the FSA. The regulated elements of the services provided by Jelf Commercial Finance Ltd are transacted through Jelf Insurance Brokers Ltd. The Jelf Group is a trading name of Jelf Commercial Finance Ltd, Jelf Financial Planning Ltd, Jelf Insurance Brokers Ltd and Jelf Wellbeing Ltd. Not all products and services offered are regulated by the FSA. Jelf Group plc is a registered company (Reg No. 2975376), its registered address is Fromeforde House, Church Road, Yate, Bristol, BS37 5JB (Registered in England and Wales).