



At Barclays Wealth Management, we work with wealthy individuals in the Eastern region to create tailored solutions for each stage of their lives. We offer a personal and proactive approach to managing clients' wealth and take the time to get to know and understand their ambitions in order to help them achieve their financial goals. Our range of services cover banking and credit, investments, wealth advisory, portfolio management, financing and lifestyle solutions that are tailored to our clients' individual financial objectives.

With a broad range of local clients – from entrepreneurs to Lottery winners – our wealth and investment management offering needs to be as bespoke as our clients' needs. This is why our Investment Philosophy is rooted in Behavioural Finance, which combines psychology with financial theory to understand the interactions between markets, emotions, personality and reason. We know that every client is different and recognise that emotions impact financial decisions which is why we ask each client to complete a Financial Personality Assessment with their own Wealth Manager when we first start working together. This helps us to understand our clients better and therefore, serve them to the highest possible standard.

At Barclays Wealth Management, we offer bespoke solutions that combine many kinds of

expertise in the service of three things: our clients, their wealth and their ambitions. Our Wealth Managers work seamlessly with advisers and specialists to not only grow clients' wealth but protect it too. In doing so, we invest in robust and innovative fraud detection systems as well as mobile banking, allowing clients to have instant visibility of their wealth as well as helping them stay connected to their money. Additionally, our Welcome Concierge ensure that clients' banking needs are met, in both the digital and physical worlds. At Barclays Wealth Management, we have one of the broadest offerings of any wealth business and with 325+ years of banking and investment expertise we can draw on, we look to put the future in focus for our clients by creating unique solutions for each stage of their lives.

As entrepreneurship and wealth creation gather pace in the Eastern counties, we also look forward to continuing to work closely with local individuals to build on the region's success, innovation and spirit of entrepreneurialism. Visit [Barclays.co.uk/Plan-Your-Wealth](https://www.barclays.co.uk/Plan-Your-Wealth) to find out more.

About Barclays

Barclays is a British universal bank engaged in personal banking, credit cards, corporate and investment banking and wealth management with an extensive presence in Europe, the Americas, Africa and Asia. Barclays is diversified by business, by different types of customer and client, and geography. Our businesses include consumer banking and payments operations around the world, as well as a top-tier, full service, global corporate and investment bank, all of which are supported by our service company which provides technology, operations and functional services across the Group. Barclays purpose is to help people achieve their ambitions – in the right way.

With over 325 years of history and expertise in banking, Barclays operates in over 50 countries and employs approximately 135,000 people. Barclays moves, lends, invests and protects money for customers and clients worldwide.

To talk to Barclays in the East of England about your wealth management needs, please contact:

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