



At Barclays, we work with wealthy individuals in the Eastern region to create banking, investment, wealth advisory, financing and lifestyle solutions that closely match our clients' unique financial objectives. We are the gateway to the best of Barclays – benefitting from a local presence with a global offering, which allows us to bring together the best thinking, advice and solutions from across the global bank to support our Eastern clients.

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, which is why we ask each one to complete a Financial Personality Assessment with their own Private Banker when we first start working together. This helps us to understand our clients better, and therefore, serve them to the highest possible standard.

Add to this our commitment to staying at the cutting edge of wealth management technology, through investing in robust, innovative technology such as voice biometrics and mobile banking,

and we have one of the broadest offers of any wealth business.

As entrepreneurship and wealth creation gather pace in the Eastern counties, we look forward to continuing to work closely with local individuals to build on the region's success, innovation and spirit of entrepreneurialism.

About Barclays

Barclays is an international financial services provider 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' purpose is to help people achieve their ambitions – in the right way.

With over 300 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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