

Fenchurch advised AXA on the sale of Bluefin Personal Consulting to Towry

Fenchurch Advisory is pleased to announce that it advised AXA on the sale of Bluefin Personal Consulting (“BPC”) to Towry for an undisclosed sum.

BPC offers financial planning and wealth management services to individuals from its offices in London, Cardiff, Telford and Knutsford. It currently advises around 1,500 clients with assets of £500 million.

Fenchurch previously advised AXA on the sale of its employee benefits business, Bluefin Corporate Consulting, to Capita in 2012.

Paul Evans, Group Chief Executive of AXA UK, commented:

“Fenchurch’s strong sector relationships helped to identify an ideal partner for BPC, ensuring a high degree of continuity for clients and employees. We were impressed with the depth of commitment and quality of advice that Fenchurch provided over an extended period.”

Fenchurch advised:



Counterparty:



Date: September 2013

Transaction Value: Not disclosed