OUR BUSINESS MODEL

We are a UK-based financial services mutual offering a range of personal, professional, commercial and investments products through the Wesleyan Group of companies, including Wesleyan Financial Services and Practice Plan Group. Being a sustainable business underpins everything we do because we know that to succeed for the next 180 years we need to take action today.

1 WHO WE SERVE

DENTISTS

We understand the dental profession and support with both personal and practice related finances from investments through to estate planning. The Practice Plan Group, market leaders in providing dental membership plans, is part of the Wesleyan Group.

TEACHERS

Our expertise and experience, gained from a deep understanding of the education profession, enables us to support with everything from mortgages and investments to retirement planning and making the most of the Teachers' Pension Scheme.

DOCTORS

We have a long heritage of providing financial advice for GPs and Hospital Doctors, from student years through to retirement and beyond. We can help with complex areas of specialist planning, including maximising NHS Pension Scheme benefits, managing investments and estate planning.

INDEPENDENT FINANCIAL ADVISERS (IFAs)/DIRECT

We have made our flagship With Profits Fund available to a wider customer base including through selected IFAs and via our website. This has helped to extend our reach in a way that supports our specialist financial advice model.

2 OUR STRATEGY

Our strategy defines our ambitious plans to grow our business and make it stronger and more sustainable. We are committed to delivering a first class customer experience providing added value for members, customers and colleagues.

The core elements of our strategy are:

- To enhance the way we reach new and serve existing customers with our products and services
- To use in-depth customer insights to enhance the products and propositions we offer, including leveraging the strength of our Flagship With Profits Fund to a wider customer base
- To enhance our operating model so that it is more efficient, improving the way we serve customers and the sustainability of our business
- To maximise the strengths and opportunities of being a mutual

We are confident that our strategy puts us in a position of strength to serve our customers now and in the future.

LIFELONG PARTNER

We are focused on meeting the financial needs of trusted professionals through specialist financial advice and products at all stages in life, providing choice of how and when customers do business with us.

Read more about **our customers' life stages** below

BRILLIANT TO DO BUSINESS WITH

We are building a sustainable and resilient business so that we can offer an outstanding service in a cost-efficient way for many years to come.

Read more about **operational progress** on pages 12 to 14

MUTUALITY WITH EDGE

As a mutual, our ethos of care is at the heart of everything we do. We work hard to get the best opportunities for customers and run a financially strong business to benefit our members.

Read more about **mutuality** on pages 4 to 5

5 SUPPORTING OUR CUSTOMERS

Our customers trust us to look after their financial futures by providing a range of products and services - from specialist financial advice to investments, mortgages and general insurance.

Our aim is to help some of society's most trusted professionals from starting out as a student, throughout their career and into retirement and beyond.

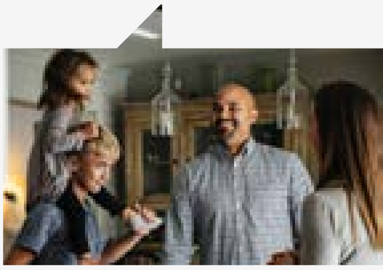
In 2022, we supported our customers through the turbulent economic conditions and the financial challenges they faced from the rising cost of living. Whatever stage of life they were at, we were there to help.

STARTING A CAREER

- "The Next Step" - financial education programme
- Savings options

PUTTING DOWN ROOTS

- Saving for a deposit
- Mortgage advice
- Saving for the future
- Protecting your income and your home



3 WHAT WE OFFER

SPECIALIST FINANCIAL ADVICE

SAVINGS AND INVESTMENTS

PENSIONS AND RETIREMENT PLANNING

LIFE ASSURANCE AND PROTECTION

GENERAL AND COMMERCIAL INSURANCE

MORTGAGES AND EQUITY RELEASE

DENTAL MEMBERSHIP PLANS

Visit our website at www.wesleyan.co.uk to see more about our range of products and services.

4 SUSTAINABILITY AT THE HEART

We are committed to acting in a sustainable and responsible way in all our business operations, reflecting our commitment to doing the right thing for our members, customers, colleagues and communities.

Environmental, Social and Governance (ESG) principles sit at the core of our sustainability strategy which guides our approach to investing our customers' money, the good causes we support and how we deliver a sustainable infrastructure and product offering.

The strategy is designed to ensure we meet our internal sustainability goals and links into the United Nations Sustainable Development Goals.

To support the delivery of our goals we have an internal framework in place, designed to focus our employees' efforts in three key areas most relevant to our business.

BUSINESS IMPACT

We ensure that our own business practices are sustainable, including committing to being operationally carbon neutral by the end of 2023.

Read more on pages 28 to 30

COMMUNITY AND CITIZENSHIP

We strive to make a difference for our members, our colleagues, and the communities we all live and work within through our day-to-day activities as well as through our charitable Foundation.

Read more on pages 31 to 33

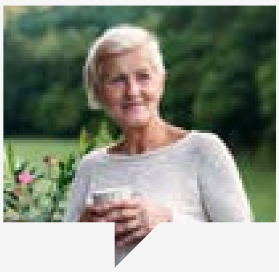
SUSTAINABLE INVESTING

At Wesleyan we manage over £7bn of our customers' money. Like them, we care as much about what their investments are doing as well as how they are doing.

Read more on pages 26 to 27

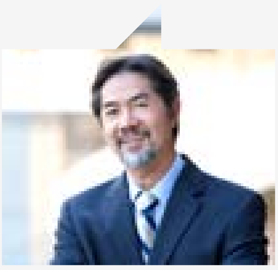
STARTING AND GROWING A BUSINESS

- Commercial protection and insurance options
- Dental Membership Plans
- Patient Finance



RETIREMENT AND LATER LIFE

- Retirement range including Flexible Access Drawdown and Annuities
- Inheritance Tax Planning/ Capital Gains Tax Planning
- Equity Release



BUILDING A SECURE FUTURE

- Savings and investments products to help make money work harder, whether saving for a rainy day or an early retirement
- Buy to Let Mortgage advice and Landlord Insurance
- Retirement planning advice backed by specialist knowledge of occupational pension schemes
- Retirement options including Pension, Flexible Access Drawdown and Annuities