

# oma

ONLINE MONEY  
AWARDS 2022

**WINNERS  
SUPPLEMENT 2022**

In association with



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48 years and still growing strong – the original name in retail trading, trusted by traders the world over.

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Spread bets and CFDs are complex instruments and come with a high risk of losing money rapidly due to leverage. **71% of retail investor accounts lose money when trading spread bets and CFDs with this provider.** You should consider whether you understand how spread bets and CFDs work, and whether you can afford to take the high risk of losing your money. Your capital is at risk.

# ABOUT THE AWARDS

The UK public have spoken and Holiston Media is very pleased to announce the winners in its inaugural Online Money Awards, in conjunction with awards partner The Armchair Trader.

With a raft of business nominations from across the sector, it was up to the UK's private investors to cast their votes to decide who came out on top in these brand-new awards, which champion service, product innovation, low-cost access to the markets, comprehensive market research tools and advanced educational programs in the online money sector.

"There was such a high calibre of entrants for these awards and we received over 7,000 votes from private investors to decide on the winners across 19 separate categories," explains Mike Boydell, director of Holiston Media. "These new awards give businesses the opportunity to benchmark

their success against their peers, reward staff for their hard work and impress potential new clients, whilst boosting existing client comfort and loyalty."

The Online Money Awards are organised in conjunction with The Armchair Trader, a highly experienced team of writers, each with a minimum 20-year track record in the market. The Armchair Trader now attracts more than 50,000 unique visitors per month. Comments founder, Michael Morton, "The Online Money Awards align with our values perfectly. As a news service we always endeavour to promote the best companies available to active investors and traders. Having a creditable recognition system such as The Online Money Awards to help us do this gives us a vehicle to put The Armchair Trader brand to. Congratulations to all of this year's winners."

# BEST ADVISORY SERVICE

This award recognises the best overall wealth advisory service, which is delivering exceptional service and helping clients' achieve their financial goals.

## WINNER:

## ST. JAMES'S PLACE

We're delighted to have been voted as 'Best Advisory Service' at the 2022 Online Money Awards. We believe that the more informed you are, the more prepared you are – and we support clients to make informed choices about managing their wealth.

St. James's Place is a community of Partners who are among the best financial advisers in the industry. We choose and train our Partners very carefully, because they're the ones who guide and support clients in achieving their financial goals

throughout their life. They have a depth of knowledge that comes with experience, and we're proud to support clients safely through personal events, as well as the rise and fall of global markets.

Being voted as the winner of this award recognises the importance we place on client relationships – which lies at the heart of our business. We would like to thank everyone who has voted for us. "John Cook, Campaigns Manager".

**St  
James's  
Place**

[www.sjp.co.uk](http://www.sjp.co.uk)



*Achieve* **what  
you believe in**

**We all imagine our future differently.  
And we all need financial advice to match.**

Our personal goals are all different and what we've learned as one of the UK's leading financial advice providers is the best way to help you achieve them. Our financial advisers help you feel confident in managing your finances to help make sure your future happens the way you plan it to.

[Let's start a conversation](#)

St. James's Place representatives represent only St. James's Place Wealth Management plc, which is authorised and regulated by the Financial Conduct Authority.

**St  
James's  
Place**

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# BEST CUSTOMER SERVICE

This award recognises a market-leading broker dedicated to helping clients achieve their trading and investing goals. An experienced team provides a personalised service that goes far beyond the norm when looking after their client's needs.

## WINNER:

# IG

"Clients are at the core of what we do at IG, so we're honoured to be recognised by the Online Money Awards as an industry leader in this area. This award is a testament to the efforts of our hard-working teams who despite the many challenges in recent times

have continued to step up to the plate and provide a best in-class service. I am very proud of what they've achieved and look forward to continuing to serve our clients with such success into the future." Louis Bridger, Head of UK



[www.ig.com/uk](http://www.ig.com/uk)



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# BEST ETF PROVIDER

This award recognises an ETF provider that has shown innovation across a range of ETFs and ETPs with ground-breaking smart beta products and cutting-edge thematic funds.

## WINNER:

## WISDOMTREE

Alexis Marinof, Head of Europe, WisdomTree, said: "To be recognised as the Best ETF Provider' at the inaugural Online Money Awards, is a testament to our approach and commitment to clients. The award showcases WisdomTree's strengths as an exchange-traded fund (ETF) and exchange-traded product (ETP) issuer. At the heart of WisdomTree's business, and success, is a

differentiated product range which leverages our heritage of innovation. This innovation can be seen throughout our product range, from our commodities and thematic UCITS range through to our short and leveraged and crypto basket exposures. We continue to focus on building the best investment solutions, and delivering red-carpet treatment, for our clients."



[www.wisdomtree.eu](http://www.wisdomtree.eu)



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We're committed to  
creating innovative  
ways to invest

Because the greatest  
opportunities come  
to those who dare to  
think differently

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The value of an investment may go down as well as up.  
For Professional clients only.

# BEST FOREX PROVIDER

This award recognises a forex trading provider that offers class leading services across its broad range of markets and revolutionary technology and execution.

## WINNER:

## FXPRO

"FxPro is very proud to have been honoured as the Best Forex Provider by the Online Money Awards. We are always aiming to provide the best possible trading conditions, and this year, we drastically lowered our spreads across FX majors and minors, among other instruments, making our FX offering even more competitive. This recognition motivates us to continue our

development and expand on our offering even further in the near future.

This addition to our trophy cabinet takes our total to more than 95 industry awards since we began operations over 16 years ago. We would like to express our thanks to all those who voted for us!" says Despina Iapona, PR and Online Reputation Manager of FxPro.



[www.fxpro.com](http://www.fxpro.com)



Trade FX with our best ever conditions & huge spread reductions!

74.46% of retail investor accounts lose money when trading CFDs with this provider. You should consider whether you understand how CFDs work and whether you can afford to take the high risk of losing your money.

# BEST EXECUTION- ONLY BROKER

This award recognises an industry leading broker that provides best in class service and innovative products that are designed to understand and deliver on the needs of the DIY investor.

## WINNER:

## AJ BELL YOUINVEST

“Thank you very much to all the investors that voted for AJ Bell Youinvest to win the Best Execution-Only Broker Award, we are delighted to have won.

We strive to make investing as easy as possible, to continually make sure our products and services are among the best available and to do so without investors having to pay through the nose for the privilege.

AJ Bell is one of the UK's largest online

investment platforms. We are one of the financially strongest investment platforms and currently have £74.1 billion in assets under administration for 418,000 customers.

We've succeeded by staying true to our beliefs, by understanding your needs as a DIY investor and by providing award-winning accounts, backed up with excellent service at a low cost.” Roland Spencer, Head of Corporate Development.



[www.youinvest.co.uk](http://www.youinvest.co.uk)

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a work out

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work harder, our Stocks and  
Shares ISA could be the answer.  
Open an account today.

[youinvest.co.uk](http://youinvest.co.uk)

Capital at risk.  
ISA rules apply.



# BEST SPREAD BETTING PROVIDER

This award recognises a market-leading spread betting broker that provides access to over 18,000 markets, first class trade execution, award winning customer service and best in class support services designed for all types of traders

## WINNER:

# IG

"IG are delighted to have been awarded the Best Spread Betting Provider award. As a world leading provider of online trading and investments that has been operating since 1974, we pride ourselves on having invented spread betting - allowing our clients the opportunity to go

long or short on over 18,000 markets. This award reflects the hard work and pride demonstrated by our 2,000+ employees, all of whom are dedicated to providing a first-class customer experience." Louis Bridger, Head of UK



[www.ig.com/uk](http://www.ig.com/uk)



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Our deep liquidity offers fast, reliable execution, giving you confidence in every single trade.

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# BEST INVESTMENT TRUST GROUP

This award recognises an investment trust group that strives for excellence, encourages independent thought enabling their fund managers to flourish and supports companies in generating sustainable growth

## WINNER: LIONTRUST

“Liontrust are delighted to have been chosen by investors as the Best Investment Trust Group as part the 2022 Online Money Awards.

“We take seriously our responsibility as guardians of our clients’ assets and never forget that we are looking after other people’s savings. Liontrust seeks to provide positive outcomes for our investors to help them to achieve financial goals. Therefore, it is very pleasing to be recognised by investors for the excellence of our

investment teams and the performance they have generated over the long term. While fund performance is generally seen by investors as the key measure of receiving a positive outcome, Liontrust seeks to provide value well beyond this, including service and clear and regular communications.”

“We thank investors for their confidence in Liontrust managing their investments and for voting for us.” says Simon Hildrey, Chief Marketing Officer.



[www.liontrust.co.uk](http://www.liontrust.co.uk)

# INDEPENDENTLY MINDED

**EXCELLENCE** We focus only on those areas of investment where we have expertise

**PROCESS** Each fund management team applies distinct and rigorous investment processes to managing portfolios

**COURAGE** Our fund managers are independent thinkers and have the courage of their convictions in making investment decisions, ensuring our funds are truly actively managed

**SUSTAINABILITY** Liontrust is committed to integrate sustainability considerations throughout the business including: being a responsible investor; climate change and the environment; diversity and inclusion; human rights; and being a good corporate citizen

[liontrust.co.uk](http://liontrust.co.uk)



Proud to support ZSL's work to save wildlife



Supporting primary maths education



Proud to partner with Newcastle United Foundation for our numeracy programme, Financial Football

**LIONTRUST**  
COURAGE · POWER · PRIDE

This advertisement has been issued by Liontrust Fund Partners LLP, which is authorised and regulated by the Financial Conduct Authority (518165). The registered office is 2 Savoy Court, London WC2R 0EZ.

# BEST STOCKS AND SHARES ISA PROVIDER

This award recognises all-round excellence from a Stocks and Shares ISA Provider that offers low-cost access to thousands of investments, for investors that want a helping hand with ready-made portfolios to those that need greater control.

## WINNER:

## BARCLAYS SMART INVESTOR

“Smart Investor is designed for both experienced and novice investors wanting to manage their own investments. There are thousands of investment options to choose from, and for those wanting support with their decisions we have the Barclays Funds List, which helps narrow down the search. We also offer five Ready-made Investment funds that are managed by Barclays in-house investment experts and popular with those new to investing or

who are short on time.

Investors who trade shares benefit from Barclays Price Improver – 94% of trades placed in 2021 got a better price than the quoted price on the London Stock Exchange, with the average customer return improved by £17 per deal. We are thrilled that our customers recognise the benefits of investing with Smart Investor and voted us Best Stocks & Shares ISA Provider. “ Susie Miller, Marketing Director.



[www.barclays.co.uk/smart-investor](http://www.barclays.co.uk/smart-investor)

## THE ARMCHAIR TRADER



Established in 2011 to provide market intelligence to private investors and traders, The Armchair Trader are a highly experienced team of writers, each with minimum 20-year track records in the market.

The Armchair Trader now attracts more than 50,000 unique visitors per month, with over 534,000 unique visitors over a 12-month period. With the site having expanded to cover multiple asset classes, as well as offer a proprietary database of ISA products, 60% of the readership are self-directed private investors based in the UK.

Syndicated to Investing.com, Master Investor and other outlets – including Google and Apple News, The Armchair Trader is a trusted and respected source of information for thousands of UK and overseas investors and traders. Their mission is simple; To educate and inspire private investors.

With greater access to the financial markets than ever before, we'd like to see everyone use the markets to grow their wealth and gain long term financial independence.

## IG

IG is a world-leading provider of online trading<sup>1</sup>. Founded in 1974 as the first company of our kind, we now serve 313,000 traders and investors worldwide. Trade over 18,000+ markets with spread bets and CFDs or invest in thousands of global shares and ETFs. We offer our clients unrivalled 24/7 trading on our award-winning platform and apps<sup>2</sup>. You can find out why so many traders around the world choose us at IG.com.

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CFDs with this provider. You should consider whether you understand how spread bets and CFDs work, and whether you can afford to take the high risk of losing your money.

<sup>1</sup> Based on revenue excluding FX (published financial statements, October 2021). Best overall personal wealth provider as awarded at the Online Personal Wealth Awards, 2020.

<sup>2</sup> Best trading platform as awarded at the ADVFN International Financial Awards 2021 and Professional Trader Awards 2019. Best trading app as awarded at the ADVFN International Financial Awards 2021.

# ROLL OF HONOUR

## BEST ADVISORY SERVICE

ST. JAMES'S PLACE

## BEST FUND GROUP

ABRDN

## BEST TRADING PLATFORM

CITY INDEX

## BEST CFD PROVIDER

CMC MARKETS

## BEST INVESTMENT TRUST GROUP

LIONTRUST

## BEST TRADING TOOLS

INFINOX

## BEST CUSTOMER SERVICE

IG

## BEST SIPP PROVIDER

VANGUARD ASSET MANAGEMENT

## BEST WEALTH INVESTMENT PLATFORM

INTERACTIVE INVESTOR

## BEST ETF PROVIDER

WISDOMTREE

## BEST SPREAD BETTING PROVIDER

IG

## MAIN MARKET COMPANY OF THE YEAR

ASTRAZENECA PLC

## BEST EXECUTION-ONLY BROKER

AJ BELL YOUINVEST

## BEST STOCKBROKER

HALIFAX SHARE DEALING LIMITED

## AIM MARKET COMPANY OF THE YEAR

NEXT FIFTEEN

COMMUNICATIONS GROUP PLC

## BEST FOREX PROVIDER

FXPRO

## BEST STOCKS AND SHARES ISA PROVIDER

BARCLAYS SMART INVESTOR

## GROWTH BUSINESS OF THE YEAR

SEPLAT ENERGY PLC

## BEST FOREX TRADING PLATFORM

XM

# CONGRATULATIONS TO ALL OF THE 2022 ONLINE MONEY AWARD WINNERS.

For more information on the awards or to enquire how you can be involved with the 2023 awards please contact **Archie Humphries** at [archie.humphries@holiston.com](mailto:archie.humphries@holiston.com) or visit [www.onlinemoneyawards.com](http://www.onlinemoneyawards.com)