DRAFT MINUTES OF THE ANNUAL GENERAL MEETING OF
THE PERSONAL FINANCE SOCIETY
HYBRID MEETING HELD AT 4:00PM ON THURSDAY, 25 SEPTEMBER 2025
THE NATIONAL CONFERENCE CENTRE, HAMPTON IN ARDEN, SOLIHULL, B92 0EJ AND ONLINE VIA CIVICA GLOBAL PLATFORM

PANEL:	Carla Brown -Chair (CB)	PFS Board Chair & President
	Matthew Hill (MH)	CII Group CEO & PFS Board Director
	Kate Gannon (KG)	PFS Board Director & Vice President
	Debbie Mitchell (DM)	PFS Board Director

1. WELCOME

The Chair welcomed members to the 2025 Annual General Meeting (AGM) of the Personal Finance Society ("PFS" or "the Society") and explained the format and procedures of the meeting. The meeting was quorate and declared open.

2. MINUTES OF THE LAST ANNUAL GENERAL MEETING

No corrections having been received, the minutes of the PFS AGM held on 19 September 2024 were **APPROVED** as a true and accurate record of the meeting.

3. PRESIDENT'S REPORT

The President marked the Society's 20th anniversary and reflected on the development of the financial planning profession since the PFS was established. She paid tribute to Members' contribution to higher professional standards, ethical practice, public trust and lifelong learning.

Education was confirmed as the theme of the President's tenure and she highlighted the Society's commitment to learning throughout Members' careers and reported on the following developments:

- the £1 million Pathway to the Profession investment, intended to attract and support new and returning talent through exam opportunities, school resources and university scholarships;
- the extension of the New Generation programme to PFS Members, with the planned intake increased from 10 to 20 because of demand;
- the work of 26 volunteer-led Regional Committees, which delivered more than 80 events engaging over 4,000 members during 2024, alongside the centralised programme of roadshows, CPD events and workshops;
- the POWER Financial Planning Practitioner Panel and its resources, including 75 webinars launched during the previous two years;
- the National Conference and the Society's developing programme of support for paraplanners;
- recent good practice and thought leadership work on sustainable investing, complaints involving claims management companies, economic abuse and life insurance;
- the July Board Strategy Day and the joint PFS and CII Board meeting in May, together with the operating protocol intended to support clearer, more transparent and collaborative working; and

- the PFS Board's refreshed vision and mission, focused on professional excellence, public trust, an influential member voice, professional and ethical standards, education, and practical support for members.

Looking ahead, the President referred to the opportunities and challenges arising from artificial intelligence, an ageing population and an evolving regulatory landscape. She emphasised the importance of helping Members use innovation while preserving ethics, judgement and human connection.

4. FINANCIAL STATEMENTS AND ANNUAL REPORT 2024

MH, CII Group Chief Executive, presented the Society's Financial Statements for the year ended 31 December 2024 and the Annual Report 2024.

Membership and professional standing

- Membership at 31 December 2024 was 38,703, a decrease of 962, or just over 2%, compared with the end of 2023. Factors included retirements, business consolidation and fewer younger people joining the profession.
- The Society had more than 4,000 Fellows and 8,392 Chartered Financial Planners. The number of Chartered Financial Planners had increased by 2.9%.
- A total of 24,110 Statements of Professional Standing were issued to regulated practitioners in 2024, 716 more than in 2023.

Income, expenditure and reserves

- Membership revenue increased by £0.45 million to £7.66 million. Around half of the increase arose as members progressed through membership levels; the remainder related to an adjustment in the treatment of deferred income.
- A planned reduction in event sponsorship revenue reflected member feedback that events should focus on content beyond that offered by potential sponsors. Event activity was therefore part-funded from PFS reserves. Total operating revenue increased by £0.1 million to £8.7 million.
- Operating expenses were £10.2 million, £1.2 million higher than in 2023, comprising routine operating expenditure and one-off costs.
- The recurring recharge to the CII Group reduced by more than £400,000 to just over £4.3 million. The PFS Board had also agreed a one-off additional contribution of £2.6 million in 2024 for non-routine expenditure, including capital investment.
- The Society recorded a planned operating deficit after tax of £0.5 million for 2024. Net reserves at the year end were £18.6 million.
- The planned deficit reflected decisions to reduce event sponsorship income and invest in capital for Member benefit. Further use of reserves was anticipated as the Board considered additional Member investment, including the £1 million Pathway to the Profession initiative.

5. FORMAL BUSINESS

The Chair declared the results of the vote on the resolutions set out in the AGM Notice as follows:

Ordinary Business

The ordinary business of the Annual General Meeting as prescribed in the Articles of Association (Article 6.2):

1. that the Report and Financial Statements of the Society for the period 1 January 2024 to year ended 31 December 2024 be received and considered - **CARRIED.**

2. that Crowe U.K. LLP be re-appointed as Auditors of the Society for the financial year ended 31 December 2025 and that the Directors be authorised to agree their remuneration - **CARRIED.**

Special Business

The special business of the Annual General Meeting, as prescribed in the Articles of Association (Article 6.2):

The Chair invited the CII Group CEO to declare the result of the following resolution:

3. that Carla Brown, who retires by rotation be re-appointed as a Member Director of the Society at this Annual General Meeting, as approved by the PFS Board of Directors - **CARRIED**.

The Chair then resumed and declared the result of the following resolutions:

4. that Kathryn Gannon be appointed as a Member Director of the Society at this Annual General Meeting, as approved by the PFS Board of Directors - **CARRIED.**

5. that Craig Palfrey be appointed as a Member Director of the Society at this Annual General Meeting, as approved by the PFS Board of Directors - **CARRIED.**

The detailed voting breakdown would be published on the PFS website after the meeting.

6. <u>PANEL QUESTIONS AND ANSWERS</u>

Chris Shadforth, Communications Director, joined the panel to moderate the question and answer session. Questions submitted in advance were considered together with questions raised in the room and online. It was noted that responses to questions not addressed within the available time would be published on the website after the meeting.

Financial matters

Auditors – Crowe UK LLP re-appointment

In response to questions about the proposed re-appointment of Crowe U.K. LLP following the previous membership vote, the Panel explained that the Board had initiated a formal tender process in early 2025. Seven firms were invited, four participated and three were shortlisted. The panel included Member and Institute Directors, Audit and Risk Committee representation and Finance support. Following assessment against the tender criteria, Crowe was considered the most suitable firm. The Panel informed that feedback on the previous vote had been considered and understood principally as a protest rather than criticism of Crowe's professional standing.

Recharge – please quantify and account for the non-routine recharge in 2024 and historical capital expenditure.

MH explained that PFS Member services relied on CII systems that required maintenance and upgrading. The non-routine recharge included the remaining asset charges for the CRM, NAV and other IT platforms, together with the benefit of discounted examination charges. Costs that would otherwise have been recognised over the following four years were settled in 2024 following agreement by the PFS Board and would not recur in 2025.

Will the Board publish full assessment of Member value given the second consecutive year of losses?

The President explained that the reported deficit should be considered in the context of the Society's reserves and the Board's intention to deploy them for Member benefit. Recharge items were reviewed individually and subject to audit. KG added that Member value included both recurring and non-recurring benefits, including professional networks, qualifications and examinations, conferences and roadshows, Chartered status, SPS renewals and POWER resources, and to non-recurring investment in examination discounts and Member-facing systems.

Charitable status

A question was raised about the PFS losing charitable status and being exposed to tax. MH clarified that the PFS had never been a charity but was a company limited by guarantee, and although the Society was within the scope of corporation tax, the planned deficit position meant that no corporation tax liability was then expected.

GOVERNANCE

When is the Board seeking a membership review on PFS independence from the CII?

The Panel acknowledged continuing Member interest in PFS independence. MH explained that any consideration of independence would need to examine the implications for regulated qualifications, SPS accreditation, Chartered status, brand access and the wider professional network. DM confirmed that the Board had considered the matter and believed Members were better served through close alignment with the CII.

In response to questions about previous conflict, the Panel felt that the perception of continuing conflict was outdated. Joint meetings had taken place, including an open discussion in May, and work was progressing on a clearer operating framework intended to establish boundaries, transparency and collaborative Board-to-Board working.

When will a new CEO be appointed to the PFS and what arrangements are in place now?

It was confirmed that interim arrangements were in place to oversee current projects and maintain PFS representation at CII Board level. The longer-term position remained under discussion.

MEMBERSHIP

Why does the 15-hour CPD requirement remain if it is not considered relevant?

KG explained that the 15-hour requirement was a regulatory requirement outside the PFS's control and would remain part of SPS requirements while the requirement continued to apply.

Can you say more regarding the proposal to increase from twice yearly to quarterly, and potential new AF2 module

The Panel acknowledged sector demand for more frequent sittings. The Board was prepared to review demand and the costs of moving from twice-yearly to quarterly sittings. A business-planning examination was also being considered as part of a wider qualifications review.

Why was access to exam study texts removed?

It was explained that unrestricted access had been withdrawn because texts were being used by people who had not contributed to their development costs. Work was underway to ensure that purchasers retained continuing access while preventing misuse.

Why do Isle of Man members not receive full benefits?

The President had recently attended the Isle of Man conference and recognised the strength and engagement of Isle of Man Members. She committed to review how their benefits could be improved.

There is a concern that the number of events has reduced drastically, how would you encourage new entrants to join up to the membership?

DM commented that the PFS Board was encouraged by the breadth of rewarding and impactful career opportunities available across the profession and recognised the importance of showcasing these pathways to inspire greater engagement. KG highlighted the value of passion for the profession, mentoring and structured mentorship programmes in supporting professional development, noting that Member feedback on events continued to be welcomed and used to inform future activity. The Panel also acknowledged the potential of the PFS POWER resources as a valuable Member benefit, with opportunities to increase awareness and utilisation. Ongoing initiatives to support and promote the profession included funded conference places for young professionals, regional youth engagement events and careers outreach programmes designed to attract the next generation of talent.

RISKS & CHALLENGES

AI - Artificial intelligence and vulnerability.

KG reported that recent roundtable discussions had explored the themes of AI and vulnerability in the workplace. The discussions reinforced the view that, whilst technology could provide valuable support, human judgement, empathy and a deep understanding of clients remained essential, particularly when identifying and responding to vulnerability. It was noted that demand for professional advice continued to grow, highlighting the important role played by qualified professionals. The Board recognised that attracting and developing the next generation of practitioners was a key priority and welcomed the range of initiatives underway to promote the profession and support future talent pipelines.

Can you comment on reports that ChatGPT can now pass examinations, and how you will modernise PFS qualifications to counter this?

MH noted that the growing capability of AI was increasingly being reflected in professional discussions and highlighted the opportunities it presented for the profession. He emphasised that professional competence extended beyond examination performance and encompassed a broader range of attributes, including ethical standards, judgement, empathy, communication skills and professional values. He observed that advancements in AI did not diminish the value of professional expertise; rather, they had the potential to support practitioners by enhancing efficiency and enabling greater focus on client relationships and the delivery of trusted advice.

7. ANY OTHER BUSINESS

There were no items of other business raised.

8. CLOSING

The Chair reiterated that the detailed formal voting results and responses to outstanding questions would be published on the website after the meeting. She thanked Members, the Panel and the support team for their participation and declared the meeting closed.

The PFS 2025 AGM closed at 17:03.