

UK's busiest online stocks & shares site launches 'best-value' share dealing service

10.4.02 – Ample.com, a leading UK online investment service, today announced the launch of one of the UK's best value share dealing services*¹. All UK stock trades are charged at a flat rate of £10 and all US trades at £15.

And there are no catches - this is not just a temporary special offer and there are no registration fees or other hidden management charges waiting to sting investors.

The new service is launched as Ample topped the UK charts for stocks and shares traffic*², despite not offering a share dealing facility at the time. The new service is now poised to cement Ample's position as THE site for the online investor.

Offered in partnership with IMIWeb*³, one of the leading online share dealing specialists, the new service is now available to all at www.ample.com

The key benefits of the new service are:

- **Very low and straightforward charges** – just a flat rate of £10 for UK trades and £15 for the US. There are no registration fees, management charges or annual costs. So unlike many other apparently “lowest price” share dealing services, nothing is hidden away.
- **Market-leading service** – at the core of this service is Ample's excellent online portfolio. This allows investors to monitor their holdings at any time, quickly and easily over the Internet. In addition, Ample offers comprehensive news, information and analysis tools, suitable for everyone from the share-trading novice through to the experienced frequent trader. This includes Ample's award winning Desk Top Trader service.
- **Easy access to the UK's largest and most active online investment community** – Ample customers can share views, opinions, news and tips with the more than 1 million fellow investors already registered to the site.

Head of Ample Chris Bratchford said, “We are doing to the share dealing market what we've done to the ISA market – offering people a distinctly better way to invest their money and manage their holdings. Finally, the internet is delivering the advantages it promised for the investor - better choice, value, service and convenience.”

Continued...

For further information or comment, please contact:

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Notes to editors:

*1 To illustrate the benefits of Ample's very low and straightforward charges, Ample has compared the results of using their own service with those of the leading online share dealing services which are listed below.

Competitors:

Barclays	Hargreaves Lansdown	Charles Schwab
Comdirect	iDealing	Self Trade
DLJdirect	MLHSBC	Sharepeople
Egg	Norwich Union	TD Waterhouse
E*Trade	Nothing Ventured	

The following is a table of results from comparing Ample's share dealing service against 14 of the leading online share dealing services mentioned above.

	Trader 1	Trader 2	Trader 3
Number of trades over one year	5 trades (4 online, 1 tel.)	12 trades (9 online, 3 tel.)	25 trades (19 online, 6 tel.)
Amount per trade	£1,001	£2,501	£4,001
Lowest cost over one year	£50 (Ample)	£120 (Ample)	£250 (Ample)
Average cost over one year	£93	£232	£495
Highest costs over one year	£148	£287	£752

Source: Interactive Investor Trading Ltd April 2002

Basis of calculation - *Number of trades over one year* is total volume of trades and *Amount per trade* is the size of each trade in pounds sterling e.g. Trader 1 performs 3 purchases of £1,001 each and 2 sales of £1,001 each in one year. *Cost over a one year period* is calculated on the size of trades and number of trades over a period of one year. Charging methods differ between online sharedealing services from flat fees to percentage commissions and may include annual management or account charges.

Assumptions: the calculations are based on online and telephone services. Costs are based on cost per trade and account management fees, assuming all trades are UK based. Trades

refer to both buys and sells. Short term promotions are ignored, as are any additional costs such as custody fees, stamp duty, charges for transferring in, contract notes and ad hoc statements etc. The figures for lowest, average and highest cost over one year were based on 14 of the UK's top online share dealing services some of which also provide telephone trading. Where telephone services are not provided, the trades were calculated using the online costs.

*2 Ample, accessed either by www.ample.com or www.iii.co.uk, captured the most UK online traffic in the Business and Finance - Stocks & Shares category in March 2002, ranking no. 1 with 19.44% market share, based on visits (source: Hitwise UK, www.hitwise.co.uk)

*3 The Ample Share Dealing Service is operated by IMIWeb (UK) Ltd which is regulated by the Financial Services Authority. IMIWeb (UK) Ltd is owned by IMIWeb Bank S.p.A., part of Italian banking group SANPAOLO IMI.

- Ample Investments Limited, with the backing of AMP, launched Ample.com in June 2001 as its UK fund supermarket with the ability to buy and sell ISAs online. AMP subsequently acquired Interactive Investor, one of the UK's leading investment sites, in August the same year. A new, merged site - retaining the Ample name - was launched in January this year. It is available at www.ample.com or www.iii.co.uk.
- AMP is a leading international financial services business, providing wealth management products and services to around 8 million customers worldwide. Principal activities include retirement savings, funds management, life insurance, financial planning and banking services. AMP operates in 24 markets around the world with a significant and efficient domestic presence in its three home markets of the UK, Australia and New Zealand. AMP has around 17,000 employees and planners worldwide, managing assets of more than £100 billion and has a market capitalisation of approximately £7 billion. In the UK, 1 in 10 adults are customers of AMP through its key UK based companies: Henderson Global Investors, AMP London Life, AMP Pearl, AMP NPI, Ample, Towry Law and Cogent.
- This press release is issued by Interactive Investor Trading Limited trading as 'Ample', an independent intermediary regulated by the Financial Services Authority. The registered office is at 142 Holborn, London EC1N 2NQ and the company number is 3699618. Ample is a member of the AMP Group.
- IMIWeb is a multi-platform share trading service offering trading in seven markets from one sterling account. Customers can trade via an internet enabled PC, WAP phone, PDA, Bloomberg Terminal and interactive television. The seven markets IMIWeb offers are: London, New York, (NYSE, NASDAQ and AMEX), Frankfurt, Paris, Milan, Brussels and Amsterdam. The cost of trading is £10 for UK and £15 for overseas. There are no registration fees, management charges or annual costs. IMIWeb is owned by IMIWeb Bank S.p.A., part of Italian banking group SANPAOLO IMI.