

Press Release

For immediate release

10 September 2025

Aberdeen Adviser partners with intelliflo and ZeroKey to deliver next-generation adviser integration

Aberdeen Adviser, provider of the UK's second largest adviser platform by assets, has partnered with intelliflo and ZeroKey, announcing an integration that will improve efficiency and data integrity in the advice process.

Building on the recently launched 'intelliflo zerokey' solution, Aberdeen's collaboration with both firms will ensure advisers benefit from seamless, automated data exchange between intelliflo and Aberdeen Wrap - removing the need for dual keying and cutting out manual re-entry.

This latest milestone is part of Aberdeen Adviser's wider strategy to invest in data integration that supports advice firms to become more efficient and profitable, delivering improved administrative services at scale. By partnering with intelliflo - already used by over half of Aberdeen Adviser's users - and tapping into ZeroKey's advanced integration technology, Aberdeen Adviser is accelerating its ambition to be the most integrated platform in the market.

The integration will be live by the end of September.

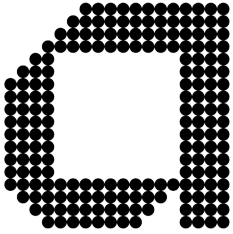
Derek Smith, Chief Product & Technology Officer at Aberdeen, said: *"This partnership is a powerful signal of our commitment to solve real pain points in the advice journey. Our ambition is to develop the most integrated experience in the market - one that empowers advisers to scale, differentiate, and thrive."*

Nick Eatock, Chief Executive Officer at intelliflo, said: *"We're delighted to welcome Aberdeen Adviser as the latest platform to integrate with intelliflo zerokey. Advisers consistently tell us that reducing re-keying and streamlining workflows are critical to their success. By working with Aberdeen and ZeroKey, we're delivering the kind of integration that frees up advisers' time to focus on their clients."*

Joseph Williams, co-founder & CEO of ZeroKey, said: *"We are very excited to have another strong partner onboard with a shared determination to integrate technology and eliminate manual data entry. It adds further proof that our industry recognises the need to create a more frictionless experience for advisers, and is a great example of technology providers collaborating and taking meaningful steps to solve our industry's major pain point."*

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Notes to Editors

About Aberdeen's Adviser Business

- Aberdeen is a global investment company that helps clients and customers plan, save and invest for the future. Our purpose is to enable our clients to be better investors.
- Aberdeen manages and administers £517.6bn of assets for clients (as at 30 June 2025).
- Aberdeen's strategy is to deliver client-led growth. We are structured around three businesses – Investments, Adviser and ii – focused on their changing needs.
- Our Adviser business provides financial planning solutions and technology for UK financial advisers, enabling them to create value for their businesses and their clients.
- We offer a combination of tools and services personalised to their needs, including access to the solutions that Aberdeen offers as well as a wide range of open architecture investment options.
- Adviser is 'A' rated by AKG for the financial strength of our platforms (AKG, 2024).
- Our Adviser business manages and administers £75.7bn of assets (as at 30 June 2025).

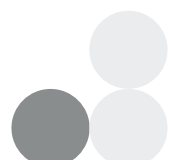
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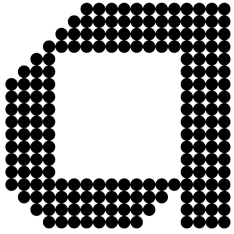
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About intelligflo

intelligflo provides market-leading practice management solutions to financial advice firms, supporting over 30,000 users across the UK and internationally. Its core SaaS platform, intelligflo Office, is a central system for CRM, planning, compliance, and client communication. intelligflo is shaping the digital future of financial advice.





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About ZeroKey

ZeroKey is on a mission to integrate technology and eliminate manually data entry. It enables financial advisers to easily integrate their tech stack and move client data from A to B, helping them save time and retain data integrity. Founded in 2023, ZeroKey is brought to you by the same people who brought you CashCalc.

