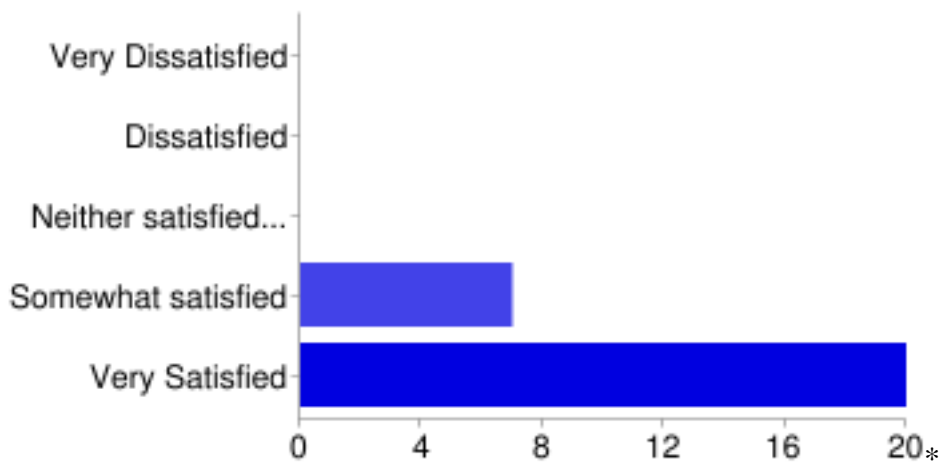


# ARK Financial Planning Customer Satisfaction Survey

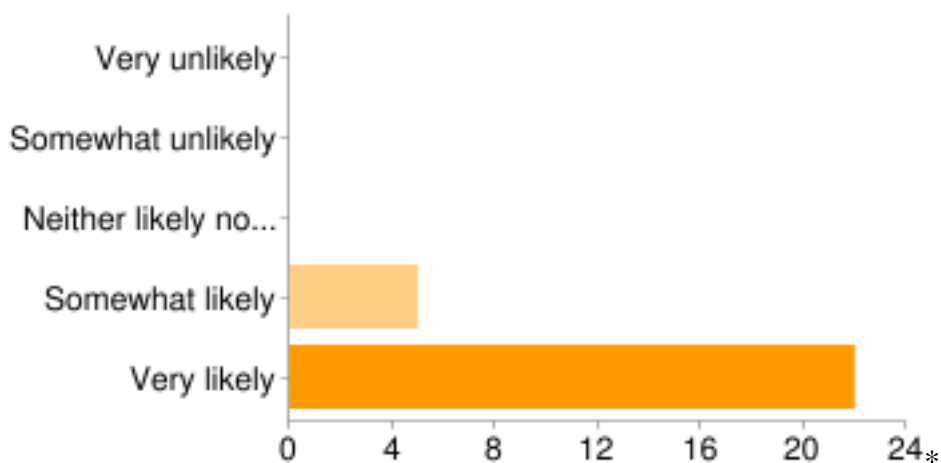
How would you rate your overall satisfaction with ARK Financial Planning Ltd - Response



Please tell us why you feel this way.

You have always helped when needed, couldn't recommend you enough.....Prompt and excellent service.....I find you give me sound advice in a friendly manner.....Very professional & efficient. Smooth process.....Always dealt with a friendly, efficient and prompt reliable service.....Friendly, efficient service conducted in a convivial atmosphere, with a feeling that you are dealing with a thoroughly professional company.....Personal attention and very knowledgeable.....Process was explained clearly and very professional. I believe the product recommended is best for my requirements...

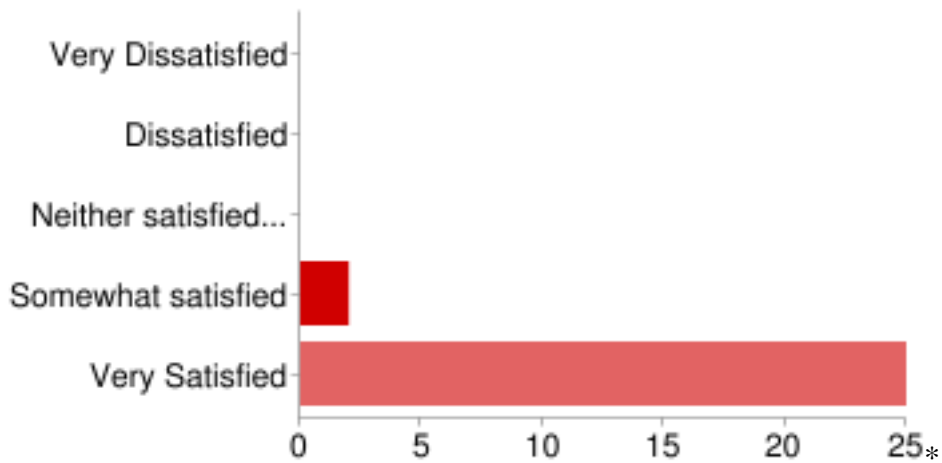
How likely are you to recommend our services to a friend or colleague - Response



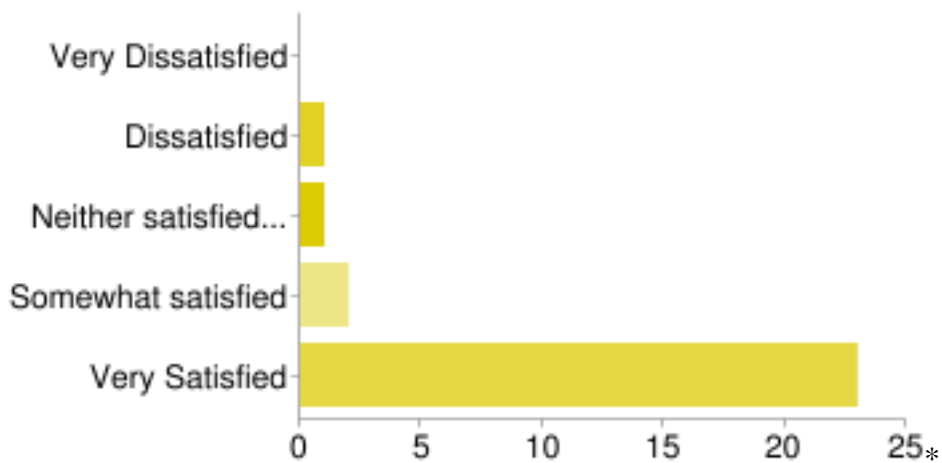
Please tell us why you feel this way.

Because I have always been extremely happy with your help and recommendations.....Very informative & knowledgeable, would definitely recommend.....Can guarantee that you would provide them with a friendly and professional service.....Extremely knowledgeable, friendly personal service with a desire for relationship management rather than transactional.....Very friendly, very thoughtful.....I already have and consider your company as 'Family Advisors'.....One to one service. Friendly and professional.....I trust ARK not to let me down.....

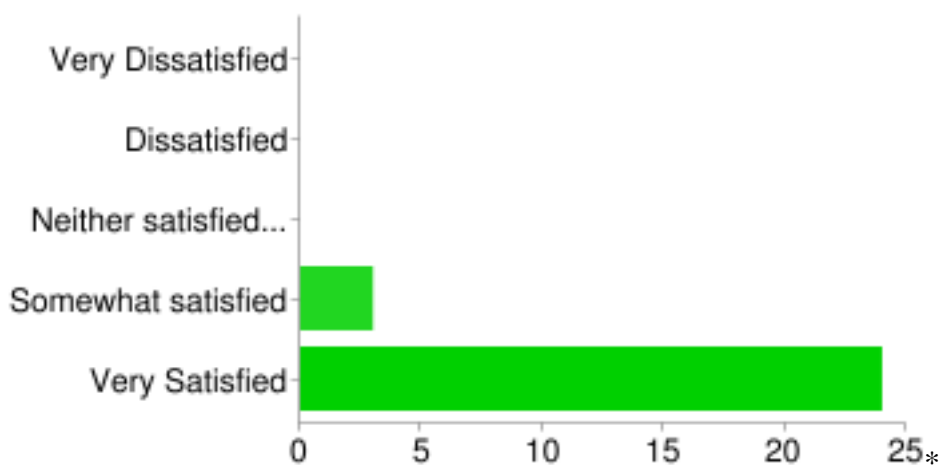
Please rate your overall level of satisfaction with your adviser in the following areas - Professionalism



Please rate your overall level of satisfaction with your adviser in the following areas - Responsiveness



Please rate your overall level of satisfaction with your adviser in the following areas - Understanding your needs



What are you looking for from a quality adviser?

Honesty, understanding and up to date with current offerings.....Trust, expertise.....To only have the clients best interests at heart and to take on all the paperwork so I don't have to do it.....Good advice in a professional manner.....Honest, professional, knowledgeable, follows through with promises.....First class advice and service.....Professionalism and the feeling at the end of the session that you will be getting the best deal for you.....Politeness, honesty, courtesy, respect, continuity and knowledge.....Knowledge, impartiality, honesty, understanding my needs and explaining...

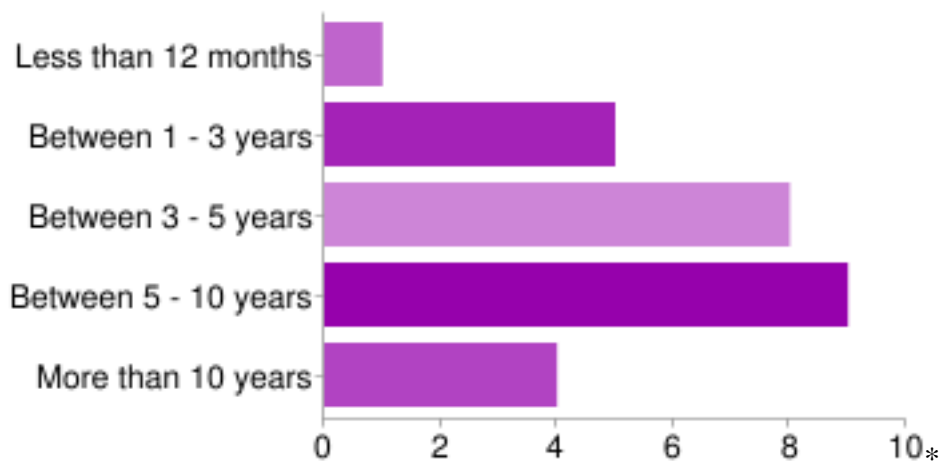
Why is this important to you?

I want to be sure that what I get offered is the best for me.....To give me peace of mind with my investments.....Peace of mind.....We need to have peace of mind and a true professional who will work the best for our interests.....It gives me confidence and reduces my need to worry.....Security & confidence.....To help my family in the future.....Not being an expert in financial matters we need to rely on someone who is.....It's my future.....Because I need to feel that above all I can trust the person to act in my best interests.

What does it mean to you to get that support?

Everything. In an area that is not my special understanding, I need to have trust in the person I am dealing with.....Very important that I get advised in important matters such as these.....Vital.....Peace of mind.....It gives me confidence and reduces my need to worry.....Able to sleep at night. Means we don't have to go anywhere else.....Comforting and one less thing to worry about.....Means we can be assured that we are doing the best we can with our funds.....Relief.....I can act confidently.....Financial peace of mind.....

How long have you used the services of your adviser? - Response



Have you any thoughts on how we could improve our proposition to our clients?

Don't think you could be any better than what you are.....No, I was very impressed throughout the process.....Don't think you could. Even the tea/coffees and biscuits are good!