

Edinburgh: Scotland's Financial Capital

The financial services industry is one of the largest employers in Scotland providing almost 100,000 jobs (around 5% of the Scottish workforce) with a further 100,000 in support industries.

An important part of the Scottish economy since the 1700s, it is today worth more than £20bn a year and is largely located in the heart of Edinburgh, the second largest financial services centre in the UK after London.

Accessibility and an improved quality of life have drawn financial professionals from all over the world. And, despite its geographical size, Edinburgh is the sixth largest investment management centre in Europe and the 15th largest in the world. Edinburgh is also home to one of the UK's top life, pensions and investments companies – Scottish Widows.

Where it all began

Scottish Widows' foundations were laid in 1815 when Scotland's first mutual assurance company – The Scottish Widows Fund Life Assurance Society – was created to offer financial security to the female relatives of men who died in the Napoleonic wars. In the two centuries since, the iconic Widow has become associated with financial security and a life assurance company that consumers can trust.

Led by Archie Kane, a prolific figure in the UK financial services industry and Chairman of the Association of British

Insurers (ABI), Scottish Widows is now a part of the successful Lloyds TSB Group and employs more than 4,000 people.

As one of the UK's leading financial organisations, Scottish Widows believe 'preparation is everything' – after all they've been helping customers prepare for their financial future for almost 200 years.

An iconic brand

In 1986 Scottish Widows broke new ground in financial services advertising by creating a living logo. And 22 years later the Widow icon, which played a large part in making the company a household name, is

still as recognisable, relevant and forward thinking as ever.

The Scottish Widows brand plays a key role in making it the organisation that more people are prepared to trust than any other in the financial service industry.

Now, as preparations for the London 2012 Games get underway, they're proud to be lending their support as the Official Pensions and Investment Provider of the London 2012 Olympic and Paralympic Games, a venture that will bring fantastic commercial benefits to the UK economy.

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www.scottishwidows.co.uk

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