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### ebi celebrates double win at FT Adviser Service Awards

ebi Portfolios has added two more accolades to its trophy cabinet following wins at the Financial Adviser Service Awards 2025.

ebi was proud to win Most Improved as well as achieving 5 Stars in the Discretionary Fund Managers category.

The award winners were announced on 20 November at the Natural History Museum in London.

These longstanding awards recognise outstanding service standards in the retail finance marketplace and are voted for by financial advisers.

Providers achieve a five-star rating when they can demonstrate that they put clients first when navigating challenges across the industry, which this year have included inflation, changes to pensions and IHT, and client demand for ethical investment solutions.

“We are delighted to have received recognition from financial advisers in the form of these two prestigious awards,” said Harry Hitchcock, Chief Operating Officer at ebi “Our model portfolio are supported by cutting-edge tools and technology and our team works incredibly hard to deliver exceptional service to advisers and help them meet the investment needs of their clients. We thank everyone who voted for us and we congratulate all the other winners.”

27/11/2025



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### Notes to Editors

Model portfolio service (MPS) provider ebi's sustained growth since its founding in 2010, to £5bn AUM today, is driven by an innovative investment proposition in conjunction with an award-winning technology suite.

ebi offers a range of low-cost and globally diversified model portfolio solutions, centred around its flagship Earth portfolio suite, which adopts a factor-tilted and sustainability-focused approach.

ebi strives to be at the forefront of sustainable investing. Having observed a lack of low-cost, diversified, and rules-based ESG investment solutions in the marketplace, ebi has collaborated with leading investment managers to introduce cutting-edge sustainable investment solutions that are fair, robust, and transparent for end-clients.

Launched by an IFA, ebi understands the requirements of advisers in supporting their clients. Its award-winning technology helps facilitate client conversations, mitigate risk and supports advisers and their businesses.

ebi is part of the same group as Parmenion Capital Partners LLP and shares common ownership. ebi continue to operate with an independent management team and its own offices, alongside the support and resources of Parmenion to help it achieve its ambitious growth plans.

To learn more, visit [ebi.co.uk](https://ebi.co.uk).