

ebi scoops double win including Best Value for Money at Citywire Adviser Choice Awards

ebi was a double winner at the the Citywire Adviser Choice Awards 2026, scooping two prestigious awards.

ebi won the Best Value for Money and Best Digital Interface awards categories. The group was also proud to be shortlisted in three other categories – Most Satisfactory Investment Outcome, Best Communication, and Best Reporting.

Sam Startup, Harry Hitchcock and Jonathan Simpson received the accolades at an awards ceremony on London’s Park Lane on 5 March.

The Citywire Adviser Choice Awards recognise the best investment management firms in the eyes of hundreds of financial advisers across the UK. Readers of Citywire’s New Model Adviser publication score the discretionary fund managers they work with across 10 criteria, and the feedback is aggregated to create the awards shortlists. ebi scooped eight industry awards in 2025, recognising its dedication to adviser and client service and quality portfolio management.

“We are proud to have won two awards at this year’s Citywire Adviser Choice Awards,” said Harry Hitchcock, Chief Operating Officer at ebi. “It’s great to see that advisers value the service we offer and consider it not only good value for money but also user-friendly following our investment in our digital proposition. We won’t rest on our laurels though. This year promises to be a big one for ebi and we will continue working hard to deliver outstanding service to advisers in 2026.”

ebi’s Vantage managed portfolio service has proven popular with advisers looking for cost-efficient solutions for their clients. ebi’s portfolio suites are designed to meet a wide range of investor needs, including global diversification, factor-tilting, ESG-screening, and low capital risk investment strategies.

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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.