



## MULBERRY BOW

### A word from our founder....

A lot has happened in the past 18 months, both in the world of personal investing and closer home, within Mulberry Bow. Thankfully, this missive only needs to unpack the latter! The main 'headline' is that following five enjoyable years in our Farringdon office, we have found our 'HQ' for the next 10 years: 17 Carlisle Street.

The history of the building, just off Soho Square, as well as the polished interior, high ceilings, fireplaces...everything feels in keeping with what we are trying to create for clients; a cocoon within which you can access trusted and insightful advice. A brief update on the move and other developments below.



**Simon Bullock**  
Founder & Executive Chair

### 1. Getting the balance right

For nine years, we took on c.20 new clients per year, but in 2025, that number jumped to 47 and this year we are on track to add 60 across London and Birmingham. It's a difficult balance to strike, generating enough growth to provide opportunity for a talented and committed team, while retaining what was special about the practice in the first place. One thing I can tell you with complete confidence: we are not going to 'go corporate'.

With that in mind, we check in with you regularly (via client surveys and, more frequently but less formally, your review meetings). Please do keep referring friends, colleagues and family members to us, we greatly appreciate it, but do so assured that we will always take steps (such as our limit of 50 clients per financial planner) to avoid any 'drop off' in standards of service or advice. We do not take the faith you put in us lightly.

### 2. Sweet Sixteen

Key to delivering to our expanding client list is adding talent to the team and a number of new faces in the past 18 months take the full-time team to 16 people. On the next page, I provide a brief introduction to each of the 'newbies' who have joined us during that period. I would also like to take this opportunity to congratulate the team for passing a ton of exams recently, enhancing our technical advice capability in complex areas such as pensions and estate planning. I'm certainly staying true to the maxim 'Always hire people smarter than you' 😊

### 3. Moving in with Debrett's

Strategic partnerships complement our full-time team, whether it's sensible 'insourcing' of compliance and HR expertise, or building new 'tech' (for example, our 'press of a button' reporting tool, Confidante). When Debrett's acquired a minority stake in MB in November, they became *the* partnership for us. We already share offices in Birmingham and in early May took joint possession of 17 Carlisle Street. As noted above, this will be our long-term 'HQ', so it's a development we are all excited about. We look forward to hosting you there soon.

Debrett's is a 250-year-old brand best known for its Heritage arm, but these days Investments (family office style co-investment into private companies) and Advisory (guiding purchases/sales of private companies) are its two most prominent areas. Going forward, wealth management will join them as a key focus for the firm. Like MB, Debrett's is an independent, privately-owned business i.e. aligned to our client-centric approach.



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**Andrew Towers** joined in June 2025 from Schrodgers Cazenove (as it was then). He's a Chartered Financial Planner, Fellow of the PFS and is our Managing Director.



**Lesley Towers** joined from Evelyn Partners as Practice Manager in January 2025. Lesley's 30+ years' experience are crucial to our compliance and risk processes.



**Xanja Le Len** joined from Evelyn Partners in April 2025 to enhance our central 'ops' function and is increasingly involved in leading our technology projects.



**John Toll** joined in January 2026 as our first full time Client Ambassador. John is highly experienced, both as an adviser and business owner. His BD focus is the South West.



**Lewis Thompson** joined from Gallagher Insurance in July 2025 to be Elliott's adviser support. Prior to Gallagher, Lewis graduated from Glasgow University with a 2:1.



**Alex Harvey** joined in April 2026, to be Andrew Toll's adviser support alongside Tom Dunn. Alex recently graduated from Exeter University with a 2:1 in Maths.



**Marc Baldrey** brought with him experience as a Pro rugby player, sports agent and client adviser when he joined us from M&G, in September 2025, as an adviser.



**Joe Clay** is our latest 'newbie', joining in Birmingham this week as Marc Baldrey's adviser support, having graduated with a 2:1 in Finance & Banking from Leeds Uni.

*Kindly note that this update is for information only and should not be considered advice.*