

Document ID: BA-POL-010
Title: Regulatory Information (UK)
Version: v2.0
Status: APPROVED
Owner: Butterfly Advisory
Approved by: Giedre Beige



Regulatory Information (UK)

Butterfly Advisory is a trading style of **Butterfly International Ltd.**
Registered office: Cardinal Point, Park Road, Rickmansworth, Hertfordshire, WD3 1RE, United Kingdom
Company No.: 15773674
ICO registration: ZB928567
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Last updated: 18 February 2026

1) Our role

Butterfly Advisory provides advisory support, preparation, coordination, and introductions across business, finance, and private matters. Our aim is to bring structure, sequencing, and oversight so decisions are made clearly and confidently.

2) Regulated activity and authorisation

Some services in the UK are regulated and can only be carried out by firms that are authorised by the Financial Conduct Authority (FCA), or by firms acting as an **Appointed Representative** of an authorised firm.

Butterfly is preparing for Appointed Representative arrangements. Until this is in place, any activity that is regulated will be delivered by, or through, appropriately authorised professionals where required.

3) Where we use authorised partners

Where your request involves regulated advice or regulated broking/arranging, we can introduce you to appropriately authorised professionals and coordinate the process around a single plan.

4) How we keep things clear

We take care to ensure communications are clear and accurate. We do not guarantee outcomes, approvals, rates, or timings, as these depend on third-party criteria and may change.

5) Appointed Representative status (to be updated)

Once Appointed Representative arrangements are confirmed, this page will be updated to show:

- The name of our Principal firm
- The Principal firm's FCA Firm Reference Number (FRN)
- The scope of regulated activities we can undertake

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CLARITY THAT DECIDES

- The applicable complaints and escalation route for regulated activity

6) Questions

If you have any questions about our regulatory position or the nature of a specific service, contact us and we will clarify promptly.