



To Whom It May Concern

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Dear Sirs

Innovation LLP
Lexis Nexis Taxation Awards 2010

We have been working with Innovation LLP for a period of 2 years now and have been consistently impressed by the service which they offer. Our appreciation of the Innovation approach may be summarised as:

1. Quality of People

Innovation is a client-focused organisation where clients deal with the firm's principals. This is a refreshing change from many adviser firms where the principals appear for a pitch and then leave the day to day relationship to junior staff. Our three key contacts at Innovation, Russell Powis, John Messoro and Peter Moroz, all have proven track records that combine high level consultancy expertise with an understanding of the practicalities of life within a commercial organisation. They work exceptionally well as a team, each with particular skills but each able to handle and respond to issues with authority.

2. Quality of Advice

Innovation provides innovative, value-driven solutions to tax problems. The principals respond intelligently to issues and have consistently added value to our internal discussions of tax planning opportunities. Unlike many other firms, their advice and the solutions they offer are not theoretical but are grounded in the practicalities of implementation. Whereas other firms sometimes hide behind a transfer of implementation risk to the client, Innovation have worked alongside us to ensure effective implementation of their ideas. On those occasions where implementation has identified particular practical hurdles that may not have been foreseen, Innovation have been happy to roll their sleeves up and been keen to be part of the learning process.

3. Quality of Service

Innovation's client service has been second to none. In addition to a willingness to invest time in explaining ideas to a non-tax audience in order to assist management in selling the benefits of proposals, they have been particularly effective in working with non-tax personnel. This has been seen to best advantage in the way they have won over sceptical HR Operations personnel through attention to detail, speed of response and keeping to promised deadlines.

Innovation's quality of client service is particularly noteworthy given the geographic spread of their operations – the fact that their 3 key principals are based in 3 different locations has not prevented all 3 consistently being available for meetings in Oxford, often at short notice and with evident diary juggling on their part. The high level team work of the 3 principals has also meant that they are able to interchange and attend meetings in almost any combination without loss of efficiency.

4. Quality of Care

All firms pride themselves on customer care. Innovation go out of their way to make clients feel valued, whether this be by way of always being available or always being alert to when they can meet us socially for lunch or dinner. They have also shown an appreciation of the fact that it is not just the Group FD or Head of Tax who needs to be valued, but those in our organisation who do most of the implementation work and without whom advice can not be turned into savings.

As a £1.6bln turnover business and part of a global group with significant presence in the United Kingdom, Amey works with many advisers. In my capacity as Group Head of Tax, with a personal track record in UK and international tax over 35 years, including international Big 4 practice management, I am very happy to recommend the team at Innovation LLP.

Yours faithfully



RJ Fort
Group Head of Tax
For and on behalf of Amey plc

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