
FINAL NOTICE

To: **A. S. General Insurance Brokers Plc**
Of: **230 High Street**
High Street
Potters Bar
Hertfordshire
EN6 5DB

Dated: **10 July 2006**

TAKE NOTICE: The Financial Services Authority (the "FSA") of 25 The North Colonnade, Canary Wharf, London E14 5HS gives final notice about a decision to cancel the permission granted to A. S. General Insurance Brokers Plc ("ASG"), to carry on regulated activities.

1. ACTION

The FSA gave ASG a Decision Notice dated 2 June 2006 (the "Decision Notice") which notified ASG that for the reasons given below and pursuant to section 45 of the Financial Services and Markets Act (the "Act"), the FSA had decided to cancel the permission granted to ASG pursuant to Part IV of the Act ("ASG's Part IV permission").

2. REASONS FOR ACTION

- 2.1 On the basis of the facts and matters and conclusions described in its Warning Notice dated 29 March 2006 (the "Warning Notice"), and in the Decision Notice, it appears to the FSA that ASG is failing to satisfy the threshold conditions set out in Schedule 6 to the Act, in that, in the opinion of the FSA, ASG has not paid due regard to the interests of two customers or treated the customers fairly and it has not demonstrated that its affairs are conducted in compliance with proper standards.
- 2.2 ASG has not exercised its right to make a reference to the Financial Services and Markets Tribunal (the "Tribunal"), about the matters contained in the Decision Notice. ASG remains in breach of the Threshold Conditions. Specifically, ASG has

failed to comply with two Awards made by the Financial Ombudsman Service on 8 June and 20 July in favour of the complainants.

2.3 Accordingly, the FSA has today cancelled ASG's Part IV permission.

3. IMPORTANT

3.1 This Final Notice is given to you in accordance with section 390 of the Act.

Publicity

3.2 Sections 391(4), 391(6) and 391(7) of the Act apply to the publication of information about the matter to which this Notice relates. Under those provisions, the FSA must publish such information about the matter to which this Notice relates as the FSA considers appropriate. The information may be published in such manner as the FSA considers appropriate. However, the FSA may not publish information if such publication would, in the opinion of the FSA, be unfair to you or prejudicial to the interests of consumers.

3.3 The FSA intends to publish such information about the matter to which this Final Notice relates as it considers appropriate.

FSA contact

3.4 For more information concerning this matter, you should contact Richard Quinnell at the FSA (direct line: 020 7066 9168 /fax: 020 7066 9721).

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John Kirby
FSA Enforcement Division