



Matthew Chapman is the Senior Protection Expert at Plus Financial Group and the founder of MCAB.uk, agency that provides coaching to protection advisers. He has worked in various roles across the Financial Services industry since leaving school over 21 years ago. For the past four years, Matthew has specialised in protection solutions with a specific focus on long-term financial resilience and raising awareness of the need for regular income and the importance of Income Protection. Matthew is renowned for his unique and engaging content designed to help simplify and demystify financial matters for advisers and consumers alike. He is a regular contributor to the IPTF, COVER magazine, Protection GURU, FTAdviser, and other trade publications. A competent and passionate presenter, Matthew has delivered his engaging live content to thousands of advisers across the UK. He was recently nominated for five coveted industry awards and was highly commended for the Best Intermediary Promotion of Protection Award at the 2020 Cover Excellence Awards. He currently lives in Solihull with his wife and four children.