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Fintel plc

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Simplybiz Mortgages reports continued growth in total lending and market share

Simplybiz Mortgages, part of Simplybiz, a subsidiary business of Fintel (AIM: FNTL), has reported record lending figures for 2025, with strong continued growth in both its total lending and overall market share.

The financial metrics, part of Fintel's FY25 results, show an increase in Simplybiz Mortgages' market share from 4.68% in 2024 to 4.74% in 2025.

There was also a rise of 19.8% in Simplybiz Mortgages' total lending figures, growing from £23.7bn in 2024 to £28.4bn in 2025. This demonstrates an outperformance of the overall lending market in business sectors - including purchase/remortgage and product transfer - and in totality.

Martin Reynolds, CEO of Simplybiz Mortgages, commented:

"We're pleased to report another year of strong performance from Simplybiz Mortgages in 2025, with a record level of lending following significant growth in 2024."

"This reflects the continued focus of the team on listening closely to member feedback and delivering solutions that help advisers provide the best possible service to their clients. We have also strengthened the distribution of our technology support solutions, with growing adoption of - and positive feedback on - Mortgage Brain as we enter the second year of our partnership."

"Our sustained year-on-year growth underlines Simplybiz Mortgages' position at the forefront of the sector and is indicative of our objective of helping advisers deliver better financial outcomes for their clients."

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Notes to Editors:

Fintel is a leading provider of software and services to the UK retail financial services sector. Through its two divisions, Software & Data and Services, and portfolio of trusted brands including Defaqto, Simplybiz and threesixty, Fintel provides technology and expert support services to thousands of intermediary businesses, data and distribution services to hundreds of financial institutions, and expert product ratings that empower millions of consumers to make better informed financial decisions.

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