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The SimplyBiz Group plc
("SimplyBiz" or the "Group")

SimplyBiz announces multi-year partnership with Guardian Financial Services

SimplyBiz (AIM: SBIZ), the leading independent provider of compliance and business services to financial advisers and financial institutions in the UK, announces that it has secured a multi-year partnership deal with Guardian Financial Services ("Guardian").

Guardian Financial Services, one of the oldest brands (est. 1821) in the UK financial services market, re-entered the protection market in 2017 on the back of a £180m equity raise to establish a protection challenger. Guardian joins around 150 life, pension, protection and mortgage providers who already have an established distribution-enablement relationship with SimplyBiz.

The partnership will see the two companies collaborate to deliver relevant marketing messages and training and educational opportunities to the IFA and wealth management firms who subscribe to the services of The SimplyBiz Group.

Matt Timmins, Joint CEO of The SimplyBiz Group, commented:

"Guardian Financial Services offers a refreshing, transparent and differentiated approach to the protection market. We believe that the adviser firms who subscribe to our services will benefit from the clear, transparent user journey and high quality, technology-enabled product range offered by Guardian."

Simon Davis, CEO of Guardian Financial Services, said:

"The SimplyBiz Group has extensive reach into our distribution channel, working with around 25% of the UK's intermediary population, and is a natural choice of partner for Guardian. Guardian is an enthusiastic advocate of the value of professional advice, which is why our products are available only through financial advisers, and we share The SimplyBiz Group's passion for making it easier for advisers to operate in the protection market."

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About SimplyBiz

With over 3,600 member firms in the UK, The SimplyBiz Group is a leading independent provider of compliance and business services to financial advisers, including directly authorised IFAs, directly authorised mortgage advisers, workplace consultants and directly authorised consumer credit brokers. It also provides marketing and promotion, product panelling and co-manufacturing services to more than 135 financial institutions, through access to its membership.

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