

**2 December 2021**

**Fintel plc**

("Fintel", the "Company" or the "Business")

**Fintel announces major distribution partnership with Aviva and Aviva Investors**

Fintel (AIM: FNTL), the UK's leading fintech and support services business, today announces a major distribution partnership spanning Aviva and Aviva Investors in a multi-year agreement for its new Distribution as a service (Daas) solution.

The solution, launched earlier this year, is a subscription-based service that includes research, data, product design and targeted distribution, enabling product providers to develop and distribute highly targeted propositions, whilst also increasing the effectiveness of their distribution through targeted data sets.

As part of the collaboration, Aviva Investors will launch a new sustainable retirement solution, answering the regulatory call for downside protection in retirement. The solution has been developed in partnership with Fintel, optimally aligning product design to Defaqto's income drawdown tool and ESG specifications.

Fintel's SimplyBiz members firms will also benefit from the multi-year partnership with enhanced product inventory and streamlined access to information and resources from across Aviva and Aviva Investors, whilst consumers will receive better targeted products that meet their evolving needs.

Aviva Investors has also licensed Fintel's strategic asset allocation model for both the new retirement fund and existing model portfolio solutions, further aligning the long-term revenue and growth of the businesses.

**Matt Timmins, Joint CEO of Fintel, commented:**

"I'm delighted that Aviva has chosen to strengthen our relationship by joining our managed distribution service. As a market connector, Fintel brings together product providers, intermediaries and consumers to inspire better outcomes for all, and this partnership is testament to what can be achieved through industry collaboration. I look forward to seeing the immense benefits this presents to all involved."

**Brian Gabriel, Director of Distribution at Aviva, added:**

"Aviva is hugely committed to supporting the UK's intermediary market and we're delighted to partner with Fintel. Our relationship with the Group is valued and long-standing. This agreement allows us to build, support and deliver our savings and retirement ambitions in conjunction with Fintel, its member firms and their customers."

**Apiramy Jeyarajah, Head of UK Wholesale at Aviva Investors, commented:**

"We are delighted to partner with Fintel through a new managed distribution agreement, announced today. This agreement represents a partnership based on deep understanding of the SimplyBiz membership and their clients' needs, based on Fintel's insightful data and leading technology-based approach. For Aviva Investors, this agreement will bring our Multi Asset and ESG capability to an even wider audience."

-ENDS-

**For further information please contact:**

**Fintel plc**

Matt Timmins (Joint Chief Executive Officer)

Neil Stevens (Joint Chief Executive Officer)

**via Instinctif Partners**

**Instinctif Partners (Financial PR)**

Mark Walter

George Peele

**+44 (0) 20 7457 2020**

**fintel@instinctif.com**

This information is provided by Reach, the non-regulatory press release distribution service of RNS, part of the London Stock Exchange. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [rns@lseg.com](mailto:rns@lseg.com) or visit [www.rns.com](http://www.rns.com).

Reach is a non-regulatory news service. By using this service an issuer is confirming that the information contained within this announcement is of a non-regulatory nature. Reach announcements are identified with an orange label and the word "Reach" in the source column of the News Explorer pages of London Stock Exchange's website so that they are distinguished from the RNS UK regulatory service. Other vendors subscribing for Reach press releases may use a different method to distinguish Reach announcements from UK regulatory news.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

NRAUPGMUPUPGGRG