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The SimplyBiz Group plc

("SimplyBiz" or the "Group")

SimplyBiz's Zest Wins Licence Agreement with Benni

SimplyBiz Group (AIM:SBIZ), a leading independent provider of compliance and business services to financial advisers and financial institutions in the UK, announces that Zest, its state-of-the-art, next generation employee benefits technology platform, has been selected by Benni, a new workplace benefits service from Unum.

SimplyBiz's Zest solution provides modern, flexible, independent software that is quick to set up, easy to maintain and simple to use. Following a multi-year investment programme Zest's SaaS technology offers a high quality employee experience whilst reducing administrative burden. Zest's tailored software platform has been configured and delivered to Benni.

Commenting on the announcement, Matt Timmins, Co-CEO of SimplyBiz, said:

"We're delighted that Benni has selected Zest to provide its core employee benefits technology platform. This is a ringing endorsement of our pioneering approach to delivering effective employee benefits solutions to this growth market. Following our extensive, multi-year investment into its core technology, Zest is now recognised as one of the most advanced, cost-effective and user-friendly employee benefits platforms in the market."

"This significant agreement with Benni is a major step towards our goal of transforming the sector and bringing protection and other flexible benefits to a broader audience."

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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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