



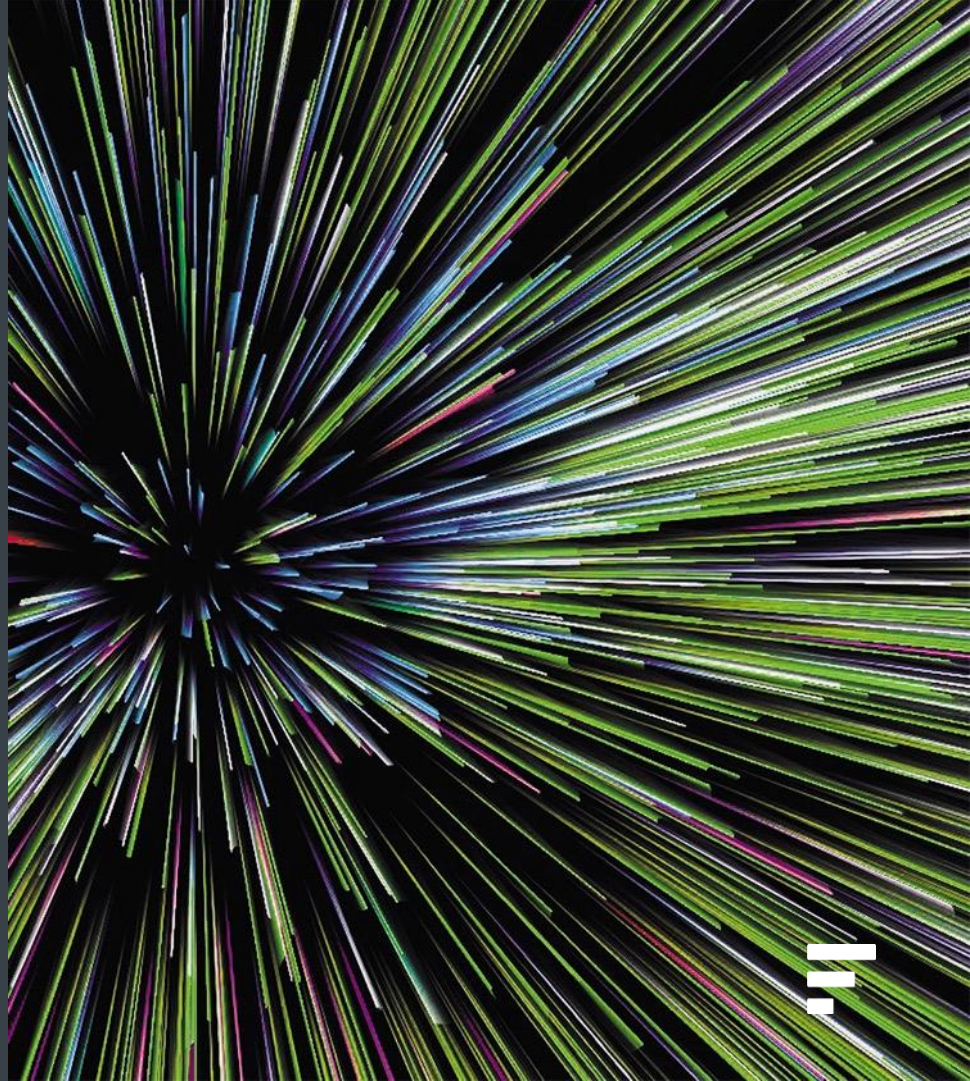
PRESS PACK
MARCH 2021

CONTENTS

01 Our mission

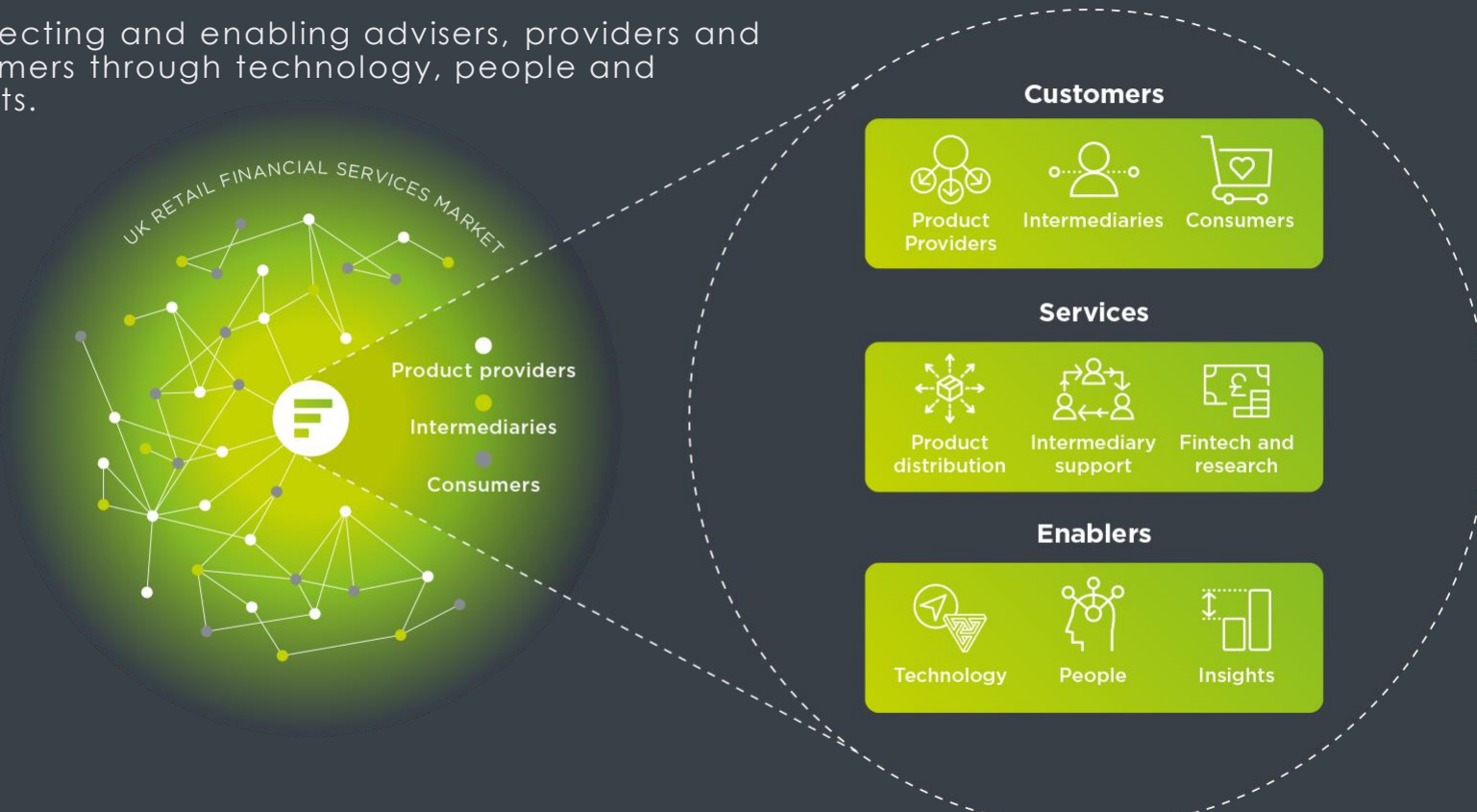
02 Who we support

03 FAQs



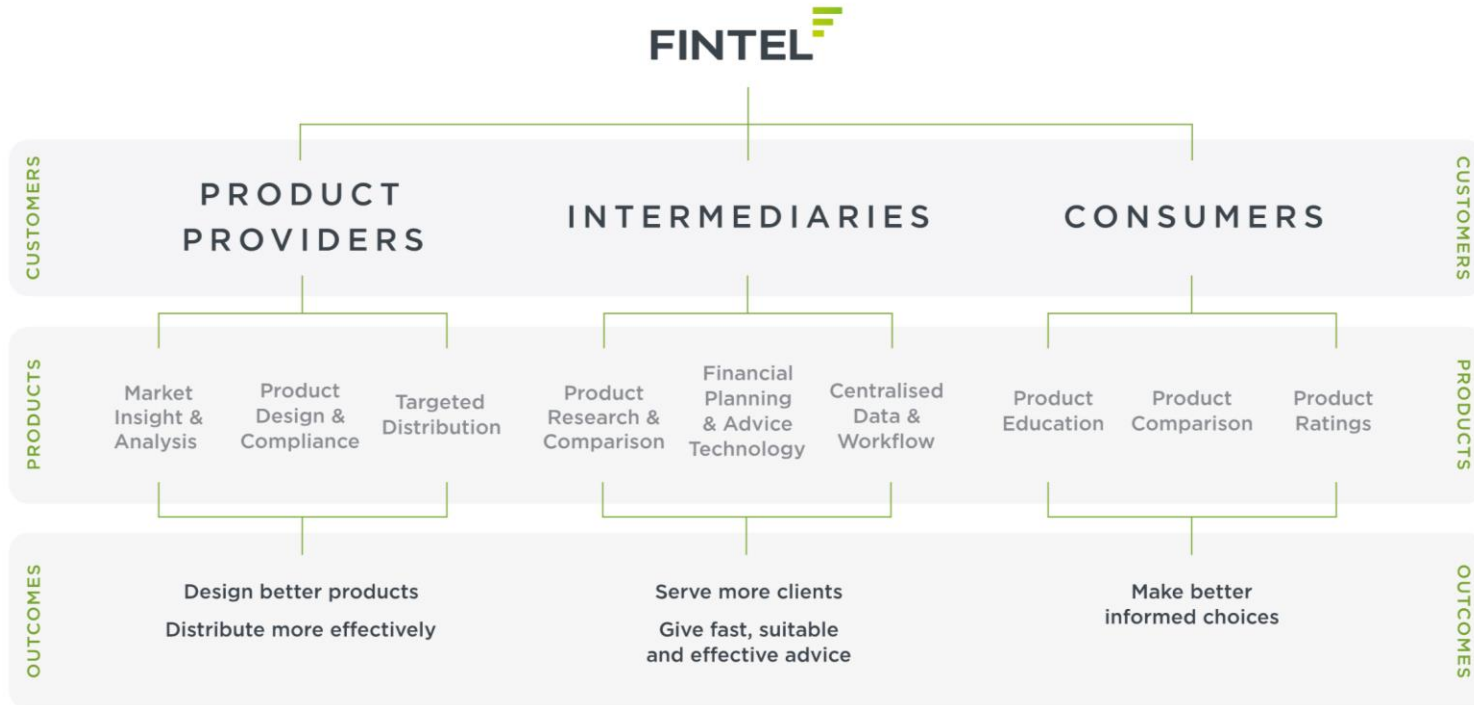
OUR MISSION

Connecting and enabling advisers, providers and customers through technology, people and insights.



WHO WE SUPPORT

We empower product providers, intermediaries and consumers, giving them the tools, the expertise and the knowledge they need to make better informed decisions.



FAQs

Why has The SimplyBiz Group rebranded?

For two decades, The SimplyBiz Group has been the UK's leading support services business. We have helped our customers to operate compliant and successful businesses and have also worked with them to stay ahead of the curve as the market evolves, whether that be the introduction of new regulation or increased digitisation. Throughout this period, we have remained future-focused and expanded our reach across retail financial services. In 2019, we acquired Defaqto and have recently set out an ambitious digital growth strategy for the medium term*.

The decision to rebrand to Fintel is the next stage of our digital strategy and moves our business from a branded house under SimplyBiz to a house of quality brands under Fintel. This will enable us to harness the power of the quality brands within Fintel more effectively to serve product providers, intermediaries and consumers, ultimately helping to inspire better financial outcomes for all.

*Capital Markets Day Presentation 9th December 2020

Will SimplyBiz be changing what it does?


A key part of the future for us is to continue to digitise our offering so that we can better serve our customers and increase our reach. The launch of Fintel represents our expanding role in simplifying and improving the market as we help product providers, intermediaries and consumers navigate the increasingly complex world of retail financial services.

However, our core purpose remains the same. As we continue to work in the best interests of the market to inspire better outcomes for everyone, we are confident we will deliver even more for our customers and partners as we pursue our strategy.

What does this mean for existing customers and partners of The SimplyBiz Group?

There will be no changes to the trusted services provided to the customers and partners of our business.

We are confident that, following the launch of Fintel, we will deliver even more for our customers and partners as we pursue our strategy. Our new identity reaffirms our commitment to continue investing in people, technology and insights to help our customers stay ahead of the curve and deliver better financial outcomes for our partners, members and their clients.



FAQs

What is the main difference between The SimplyBiz Group and Fintel?

The main difference is that we have moved from a branded house under the SimplyBiz Group brand to a house of quality brands under Fintel. The decision to rebrand to Fintel has been made to harness the power of the quality businesses that sit within the organisation. These include SimplyBiz, the UK's largest provider of intermediary business support, and Defaqto, the UK's leading financial information, ratings and fintech business.

Will the individual brands and businesses within the Group change?

No – the individual brands that power Fintel will remain the same and maintain their own individual identities. By moving to a house of brands, we aim to give the brands more prominence in who they are and what they do within their individual markets.

How did you come up with the new name and logo?

Our new name originated from combining three core elements of what we do: **F**inancial services, **t**echnology, **int**elligence. It reflects our ambition to be a positive influence at the heart of UK retail financial services, through intelligent expertise and insight.

Our logo is a deconstruction of the Fintel 'F'. It also represents the three core customer groups we help – product providers, intermediaries and consumers – and the way we operate, through technology, people and insights.

What is your vision for Fintel in the next five years?

Our vision is to lead the market in the provision of digital, data led and expert services. We are committed to giving the market the insights, the interconnectivity and the support it needs to help it evolve to its greatest potential.



FAQs

Will there be any changes to the senior management team or Board of Directors?

No – the composition of the senior management team and the Board of Directors will remain the same.

As previously announced as part of the company's succession planning, it is planned that Gary Hughes, the current Deputy Chairman will be appointed as Chairman at the 2021 AGM. The current Chairman and founder Ken Davy will take up the role of Deputy Chairman at that time. Both Gary and Ken have been fully supportive of senior management's work to rebrand to Fintel and the continued acceleration of the company's digital strategy.

Does Fintel work to address environment, social and governance (ESG) concerns?

As Fintel grows, it is increasingly important for us to evaluate and assess how we use our resources and market position to inspire better outcomes for society, as well our direct stakeholders. As a connecting force within the complex world of retail financial services, we strongly believe in an accessible and transparent market.

We play an important role as both an employer by creating access and opportunity, and as an educator by supporting consumers and intermediaries with information, data and tools to help them make better informed financial decisions.

As the ESG market gathers pace, we are focused on creating transparency and clarity through our newly launched ESG product reviews. Our Defaqto ESG reviews provide consumers and their advisers with up to date and accurate ESG data, insights, and transparency to help inspire better outcomes for society.



