

PRESS RELEASE

Embargoed 12 noon Tuesday 12 February 2019

GUARDIAN'S KATYA MACLEAN PROMOTED TO CHIEF OPERATING OFFICER

Protection challenger, Guardian, has promoted Katya MacLean, previously Proposition Director, to the role of Chief Operating Officer.

Katya will now sit alongside CFO, Richard Everett, and Distribution Director, Andy Peters, with CEO Simon Davis, on the Guardian Executive Committee.

The Chief Operating Officer within Guardian is responsible for Operations, Corporate Services, Proposition, IT and Change.

Katya MacLean, Guardian's new Chief Operating Officer, said: "It's been a privilege to bring Guardian to market as Proposition Director and I'm delighted to take on this expanded role as we move into the next phase of the business."

Simon Davis, Guardian's CEO, said: "We've had a fantastic six months since launch and have ambitious plans. We're moving from 'new venture' to 'serious player' and this structure will allow us to grow and meet our ambition. Katya's skills, experience and evidenced success in bringing Guardian's proposition to market, meant she was best placed to take on the expanded operations role."

Since joining Guardian in October 2016, Katya has been responsible for bringing its proposition to market. Winner of 'best new product' at the Cover Excellence Awards, it has been extremely well received by the industry, achieving Defaqto 5* status, F&TRC Gold ratings and Protection Review Platinum status.

Before Guardian, Katya worked for Swiss Re's ipitQ brand, where she was Chief Marketing Officer. Prior to that, she was at Lloyds Banking Group where she headed up their Protection proposition.

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Notes to editors:

Guardian Financial Services is an appointed representative of Scottish Friendly

Through our agreement with Scottish Friendly Assurance Society Limited (SFA), where SFA provides the balance sheet capacity, including allowing use of existing permissions to write business, we distribute our new protection business through the UK intermediary channel. As an appointed representative of Scottish Friendly Assurance Society Limited, Guardian Financial Services Limited is the market-facing brand under which we'll promote our proposition and engage with advisers.

Background to Guardian Financial Services, owned by Gryphon Group Holdings

Guardian, the new life and protection insurance business, was established with £180m of investment and has pledged to grow the £700m protection market. The brand promise of 'Life. Made Better.' reflects the company's commitment to rethink and reinvent protection for the better; making sure customers get cover that's easier to understand, simple to buy and designed to never let them down.

Guardian's business partners

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Gryphon Group Holdings is majority owned by Punter Southall Group as the largest equity capital investor. Leadenhall Capital Partners are co-investors and have provided a substantial additional facility to fund the company's growth plans. Its back-end technology partner is Liss Systems, the UK arm of Nasdaq-listed EXL. Its front-end technology, branding and marketing partner is Space, UK based financial services specialists. Risk partners are Hannover Re and Gen Re.