

PRESS RELEASE

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GUARDIAN LAUNCHES WITH SYNAPTIC SOFTWARE'S WEBLINE

Guardian Financial Service's life and critical illness products are now available on Synaptic Software's Weblines portal as the challenger brand continues its ambitious plan to shake up the protection market.

Advisers who want to do business with Guardian through Weblines should register first using Guardian's online self-service registration system, which usually only takes a few minutes.

Guardian is already available to financial advisers and mortgage intermediaries on iPipeline and IRESS.

Andy Peters, Distribution Director, Guardian says: "We want advisers to be able to access Guardian's protection products in a way that suits them and their business processes. Partnering with Synaptic is yet another important step in making sure Guardian's products are available to as many advisers' clients as possible.

"Synaptic has been an enthusiastic supporter of Guardian from when we first began to discuss our plans with the market. We're delighted to launch with them."

Paul Quarendon, New Product Development Manager, Synaptic Software says: "It's a very exciting time to see Guardian on Weblines. The history behind their brand, and the innovation and clarity they bring to the market at this time will strike a chord with many advisers and customers alike. Their focus on the customer journey is very on point, while the investment in adviser tools will ensure the provision of financial advice is relevant and timely for all customers.

"As a provider of over 10 million quote responses to our customers each month, Synaptic Software is delighted to welcome Guardian on board."

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Notes to editors:

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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'll 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

Gryphon Group Holdings announced in December 2017 that it had acquired the Guardian trading name for the protection company it was building. In June 2017, the entrepreneurial firm announced that it had raised £180 million from the city to design, build and launch a protection challenger.

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Guardian's business partners

Cryphon 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.

Synaptic Software is part of Capita plc.

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