

PRESS RELEASE

Wednesday 2 September 2020

GUARDIAN WINS ZENITH PANEL PLACE FOR PMS MEMBERS Challenger secures major mortgage distribution opportunity

Protection challenger, Guardian, has announced it is joining the Zenith panel for PMS members, one of the UK's leading mortgage groups. PMS is part of the Sesame Bankhall Group and serves over 8,000 advisers in the mortgage and protection space.

This is the latest in a series of major panel wins for Guardian. The protection challenger is renowned for its high-quality products and forward-thinking approach, and has seen ongoing strategic distribution success since its launch two years ago.

PMS Campaigns and Proposition Director, Jeff Woods, said: "We're very happy to welcome Guardian to the Zenith panel for PMS members. Their proposition is simple and appealing to those looking for high quality, flexible cover. It has features we know PMS members will value, like its cover upgrade promise, and flexibility to add optional children's critical illness cover to adult life policies. We also support Guardian's commitment to dual life. This helps advisers feel confident they're future proofing the cover they recommend to couples."

Guardian is a historic brand brought back to life to challenge the market. The company is committed to changing industry norms where it believes there's room for improvement. Its proposition, spanning life, critical illness and combined life and CI, has a number of unique features, designed to give better client outcomes.

Guardian's product portfolio was recently awarded Gold status across the entire range by independent research analyst Protection Guru, part of FTRC. The report said the protection challenger was a "leader in the comprehensive end of the market", offering a "feature-rich and comprehensive product".

This panel win comes at a time when 75% of advisers are reporting increased client willingness to talk about protection. Recent research* among over 400 advisers showed that, of those who do not normally discuss protection, 83% were now more likely to do so. Many were seeing increased inbound protection queries, and 67% said they'd be looking to protection to help counter lost revenue due to the pandemic.

Guardian Distribution Director, Andy Peters, said: "The Zenith panel for PMS members represents a significant opportunity for Guardian. It coincides with a time when we know, due to the awful and profound impact of the pandemic, clients have an increased appetite to talk about protecting their lives and their loved ones. We look forward to working with PMS members to bring our award-winning cover to their clients, to help more people get the protection they need."

-Release ends-

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*Guardian research - Survey powered by Survey Monkey of 421 advisers, from 14 April 2020 to 30 June 2020.

Guardian Financial Services is an appointed representative of Scottish Friendly

We have an agreement with Scottish Friendly Assurance Society Limited (SFA) to underwrite and issue the protection policies we distribute 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, launched in 2018 and 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

Gryphon Group Holdings is majority owned by Punter Southall Group as the largest equity capital investor. 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.