

## PRESS RELEASE

### Wealthify Partners With Embark Group to Deliver New Pension Product

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Wealthify, the online investment platform, has today successfully launched a new, fully digital Self-Invested Personal Pension, with Embark Group ("Embark") providing the technology and retirement solution to power it.

This partnership is another step forward for the UK's savings and retirement sector, giving individuals greater flexibility, transparency and control over their pensions than traditional providers.

Supported by industry-leading technology and award-winning investment expertise, the new Wealthify pension lets customers choose their level of risk, alongside an ethical option if preferred. Wealthify then builds and manages their pension for them, with Embark's technology providing seamless integration, allowing for flexible contributions, seamless onboarding and a fully digital experience.

Through this strategic partnership, Wealthify and Embark, have created a product that can be scaled rapidly. By focusing on technological capabilities and the digital journey, and ensuring a flawless user experience and design, this offering delivers an outstanding service and is future-proofed against industry changes.

**Michelle Pearce-Burke, CIO and founder of Wealthify, says:** "To create a stand-out pension, we had to find a provider who fitted our values and could match our high level of tech, offering a user-friendly, digital solution for our customers. Embark ticked all of those boxes and our companies had the right cultural alignment to make this project a success. Their service has allowed us to deliver what I feel is the slickest end-to-end customer experience on the market for pensions, without making us prohibitively expensive."

**Peter Docherty, Chief Executive Embark Platform, says:** "This is an ideal partnership for Embark, as Wealthify's digital-first, customer-centric approach marries perfectly with our philosophy and expertise. We're able to deploy the latest FNZ technology alongside our full suite of retirement solutions, to support Wealthify in creating a compelling SIPP proposition for its audience. And, we're excited by the opportunities to collaborate to find new, innovative solutions that continue to meet the changing needs of Wealthify's customers."

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### About Wealthify:

Launched in April 2016, Wealthify provides a new, simple approach to investing. Available online or via app, customers simply choose how much they want to invest and their preferred investment style, including ethical investment options. Wealthify then builds and manages an investment plan on their behalf. Investment decisions are made by Wealthify's experienced investment team assisted by smart technology, making adjustments to customers' plans as regularly as needed to give the optimum prospect of growth.

Wealthify is backed by Aviva and boasts numerous consumer, FinTech, and investment award wins, a 5\* Defaqto rating for their Original and Ethical Investment Plans and is rated as Excellent on Trust Pilot.

### About Embark Group

Embark Group is a full-scale UK retirement solutions provider, active in the areas of Investment Platform, SIPP, SSAS, Fund Research and Employee Benefits Consulting. The Group trades under the brands Embark, Vested, Rowanmoor and The Adviser Centre. It also operates a wide portfolio of white label services for business such as RBS Coutts, Standard Life, Nutmeg, BestInvest, Charles Stanley, Moneyfarm and Wealthsimple. Businesses within the Embark Group have been established in the market for more than 40 years and have a long history of working closely with intermediary distribution partners and consumers of all levels of affluence.

The Group now has more than £33bn in assets under administration on behalf of c300,000 consumer clients, operating across seven UK locations (London, Edinburgh, Leicester, Salisbury, Bolton, Milton Keynes and Dundee).

Embark has been recognised as one of the most innovative Wealth Tech companies in 2019.

[www.embarkgroup.co.uk](http://www.embarkgroup.co.uk)