

NEWS RELEASE

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Prudential extends guaranteed income for life referral partnership with HUB Financial Solutions

- Additional Prudential customers to benefit from HUB Financial Solutions' whole of market guaranteed income for life annuity service
- Agreement gives customers access to the full range of options and best rates

Prudential is extending its guaranteed income for life referral deal with **HUB Financial Solutions**, part of HUB Group, meaning more Prudential customers will benefit from access to the entire market of providers.

HUB Financial Solutions, the largest guaranteed income for life broker in the UK, has helped more than 5,000 Prudential customers secure a guaranteed income for life since the partnership began in September 2018.

The relationship with HUB Financial Solutions improves choice and outcomes for Prudential customers who express an interest in an annuity. These people are referred to HUB Financial Solutions who complete a comprehensive consultation, including medical underwriting, so they can provide customers with the best, personalised options available to them.

More than seven in every ten of Prudential customers who purchased an annuity through HUB Financial Solutions in December last year qualified for an enhanced annuity, providing them with a higher guaranteed income for their retirement.

Three new customer groups will benefit from the extension of Prudential's relationship with HUB Financial Solutions.

Simon Gray, managing director, HUB Financial Solutions commented: "This extension to our existing relationship with Prudential is great news and means more Prudential customers will benefit from access to the whole market of guaranteed income for life solutions.

"The security of an income guaranteed for life is attractive to many people thinking about their retirement options but many people do not shop around to find the best or most suitable product.

"This partnership means thousands of Prudential customers who are interested in securing a guaranteed income for life can be confident they are getting the very best deal available to them."

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About HUB Group

HUB Group's operating companies are modern, technology-driven businesses specialising in providing integrated financial solutions to UK businesses and to their customers and members. Collectively the Group's businesses are one of the UK's biggest providers of regulated advice and guidance to people in later life.

HUB Group has provided advice and guidance to over 100,000 customers and pension scheme members, helping them turn £1 billion of pension savings into a guaranteed income for life, release £1 billion of equity from their homes and provided specialist advice on defined benefit transfers.

HUB Group comprises:

- **HUB Financial Solutions** – a provider of regulated advice, retirement solutions and services to UK businesses and other organisations;
- **HUB Pension Consulting** – a specialist in providing client advisory services to defined benefit (DB) pension scheme trustees and scheme sponsors undertaking bulk member options exercises; and
- **HUB Digital Solutions** – a financial technology business that specialises in creating innovative and disruptive retirement-focused solutions.

HUB Group is part of FTSE 250 company Just Group plc. The companies within Just Group are authorised and regulated in the United Kingdom by the Financial Conduct Authority and / or the Prudential Regulation Authority.

More information on HUB Group can be found at: www.HUB-Group.co.uk