

10 March 2021

The SimplyBiz Group plc

(the "Company" or "SimplyBiz")

The SimplyBiz Group Becomes Fintel plc and Change of Registered Office

The SimplyBiz Group plc (AIM: SBIZ), the leading independent provider of fintech and support services to the UK's retail financial services sector, is pleased to announce that the Company is changing its name to Fintel plc ("Fintel") with immediate effect. All subsidiary businesses within SimplyBiz will hereafter form part of Fintel. The Board of Directors has approved the resolution to change the Company name, which has been formally registered at Companies House.

With effect from 10 March 2021, trading in the Company's Ordinary Shares on AIM will commence under the name and new ticker "FNTL". The Company's ISIN remains unchanged. No new share certificates are being issued in respect of existing Ordinary Shares held in certificated form. Shareholders should retain their existing share certificates which will continue to be valid.

The change of name reflects the Company's focus; to lead UK retail financial services in the provision of financial data and expert intelligence embedded in digital technologies.

The Company's website is available with immediate effect at www.wearefintel.com and the information pursuant to AIM Rule 26 is available at this address. Fintel will publish its Full Year Results statement on Tuesday 16 March 2021.

The Company also announces that, with effect from today, its registered office has changed to Fintel House, St Andrews Road, Huddersfield, HD1 6NA.

Matt Timmins Joint CEO of Fintel, commented: "In a new era of financial services, fuelled by increasing regulatory change and rapid digital adoption, we have evolved to become Fintel. As we accelerate our reach with a digitised offering, we will continue to work in the best interests of the market to connect and enable product providers, intermediaries and consumers. We are committed to offering market-leading technology, expertise and insights, underpinned by a drive to simplify and improve retail financial services.

"The established brands within Fintel combine the UK's largest provider of support services to financial intermediaries in SimplyBiz with the UK's leading financial information, ratings and fintech business in Defaqto. It is our ambition to give the market the insights, interconnectivity and support it needs to adapt and evolve to its greatest potential. We are excited to evolve to become Fintel. We are Fintel."

For further information please contact:

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