

**4 October 2018**

**The SimplyBiz Group plc**

("SimplyBiz" or the "Group")

**SimplyBiz's Zest Wins Licence Agreement with Benni**

SimplyBiz Group (AIM:SBIZ), a leading independent provider of compliance and business services to financial advisers and financial institutions in the UK, announces that Zest, its state-of-the-art, next generation employee benefits technology platform, has been selected by Benni, a new workplace benefits service from Unum.

SimplyBiz's Zest solution provides modern, flexible, independent software that is quick to set up, easy to maintain and simple to use. Following a multi-year investment programme Zest's SaaS technology offers a high quality employee experience whilst reducing administrative burden. Zest's tailored software platform has been configured and delivered to Benni.

**Commenting on the announcement, Matt Timmins, Co-CEO of SimplyBiz, said:**

*"We're delighted that Benni has selected Zest to provide its core employee benefits technology platform. This is a ringing endorsement of our pioneering approach to delivering effective employee benefits solutions to this growth market. Following our extensive, multi-year investment into its core technology, Zest is now recognised as one of the most advanced, cost-effective and user-friendly employee benefits platforms in the market."*

*"This significant agreement with Benni is a major step towards our goal of transforming the sector and bringing protection and other flexible benefits to a broader audience."*

**ENDS**

**Enquiries:**

**The SimplyBiz Group**

Laura Edwards, Head of PR and  
Communications

+44 (0) 1484 439105

[l.edwards@simplybiz.co.uk](mailto:l.edwards@simplybiz.co.uk)

**Zeus Capital (Nominated Adviser and Broker)**

+44 (0) 20 3829 5000

Martin Green

Andrew Jones

Pippa Underwood

**Instinctif Partners**

+44 (0)20 7457 2020

[SimplyBiz@instinctif.com](mailto:SimplyBiz@instinctif.com)

Giles Stewart

Rachel Cashmore

Rui Videira

### **About SimplyBiz**

With over 3,600 member firms in the UK, The SimplyBiz Group is a leading independent provider of compliance and business services to financial advisers, including directly authorised IFAs, directly authorised mortgage advisers, workplace consultants and directly authorised consumer credit brokers. It also provides marketing and promotion, product panelling and co-manufacturing services to more than 135 financial institutions, through access to its membership.

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [ms@lseg.com](mailto:ms@lseg.com) or visit [www.rns.com](http://www.rns.com).

END

NRAEAPLELEPFEF