



## L&G's Mortgage Services business appoints Kelly Bretherton as Head of Ignite

L&G's Mortgage Services business today announces the appointment of Kelly Bretherton as the new Head of Ignite. In her new role, Bretherton will build on the success of Ignite, L&G's mortgage research tool, to help deliver even greater outcomes for advisers.

With over 26 years of experience in the industry, Kelly brings significant expertise in the mortgage product sourcing profession. Having started her career in Financial Services as a Mortgage Adviser she understands the needs of a broker.

She joins L&G following an 18-year tenure with technology firms Trigold then Iress, a global provider of financial services software. As Head of Product for Intermediary Mortgages at Iress, Kelly responsibilities spanned product sourcing and advice software, CRM implementation, Mortgage Product data and customer research.

L&G's Ignite is a free integrated platform that has been designed to provide seamless support for mortgage research. It helps advisers quickly find the ideal lender and mortgage products for their clients and offers them a comprehensive sourcing solution, integrating lending criteria, an affordability calculator, product sourcing, and property-checking tools.

**Kevin Roberts, Managing Director, Mortgage Services, L&G:** "Kelly's appointment is an exciting and significant step forward for Ignite. The mortgage market is evolving at pace, so it's crucial that we adapt and equip our teams to provide the best possible support to consumers, advisers and lenders. The Ignite platform is central to our strategy at L&G's Mortgage Services business, and Kelly's arrival helps ensure we continue to deliver a market-leading service for our brokers and their clients.

"I'm delighted to welcome Kelly to her new role. I look forward to working with her and the broader Ignite team to further develop our platform, delivering innovative solutions for our adviser partners."

**-ENDS-**



## Notes to editors

### About L&G

Established in 1836, L&G is one of the UK's leading financial services groups and a major global investor, with £1.2 trillion in total assets under management (as at HY24) of which c. 40% (c. £0.5 trillion) is international.

We have a highly synergistic business model, which continues to drive strong returns. We are a leading international player in Institutional Retirement, in Retail Savings and Protection, and in both public and private markets through our Asset Management division. Across the Group, we are committed to responsible investing and dedicated to serving the long-term savings and investment needs of customers and society.

As at 6 February 2025, L&G has a market capitalisation of £14.1 billion.

### About our Retail business

L&G's Retail business is a leading provider of retirement and protection solutions. We aim to support our c.12.8 million policyholders and workplace members throughout their financial lifetimes.

We focus on helping the customers of today and tomorrow achieve better long-term outcomes. We use the latest technology to connect with them quickly, efficiently and wherever possible in highly personalised ways. In 2024, our workplace pension platform served 5.5 million members, with net flows of £6 billion. We achieved record total individual annuity sales of £2,118 million and £270 million of lifetime mortgage advances (including retirement interest only mortgages). Our UK protection businesses gave peace of mind to about 6.6 million people, with our retail gross premium income rising to £1,525 million and our group equivalent going up to £528 million.

## Further information

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