

Press release

25 June 2018

Legal & General launches “own your world” campaign to engage the nation around the power of investing

Legal & General Investment Management (LGIM) has today launched its ‘Own Your World’ campaign with the aim of revolutionising investing and to encourage the nation to invest together to make a positive impact.

Increasingly, individuals in the UK need to do more to make their money work for them, but many are reluctant to invest or don’t invest enough to secure their financial future. Research has shown that women, in particular, tend to be either ‘recklessly cautious’ or simply not involved. Only 9% of women in their 40s and 50s invest in a Stocks & Shares ISA and 70% of Junior ISAs are in cash.*

LGIM’s high-impact ‘Own your World’ campaign will target potential customers who may not think investing is for them, dispelling myths that investing is only for the wealthy. It will ‘engage the nation’ by showing the impact that good investing can have, both on individual and collective wellbeing.

Helena Morrissey, Head of Personal Investing at LGIM said: “We want to help more people to invest so that they become more in control of their financial wellbeing. We want to help individuals to grow their money without sacrificing what they care about. LGIM hopes to make investing easier, more accessible and more appealing to greater numbers of people. This campaign conveys that investing is about taking ownership of your future, and ownership of part of a company and, in the age of activism, ownership of something even greater – the world around us.”

As one of the world’s leading investment companies, LGIM believes it has a responsibility to both its customers and to society. It is known for taking an active role in the companies in which it invests across its whole range of funds in order to raise their standards in areas such as climate change and diversity. LGIM has been voting against the chairman at companies with all male boards and recently committed to divest from companies that have failed to address climate change risk in its Future World Fund range.

The ‘Own Your World’ campaign coincides with a number of improvements to LGIM’s personal investing proposition. The online application time for ISAs has halved to as little as two minutes. LGIM has also reduced the price of its core index and multi-index funds by up to 40% with fees starting at 48 bps for core index funds and 61 bps for core multi-index funds.** LGIM believes these new all-in fees offer real value in a more competitive market, to existing as well as new customers. LGIM has also reduced the minimum investment from £500 to £100 for lump sum investors and from £50 to £20 for investors paying a regular premium, effective as of today.

- Ends -

Notes to editors

For more information on the 'Own Your World' Campaign please click [here](#)

Past performance is not a guide to future returns. The value of your investment and any income taken from it is not guaranteed and may go up and down.

*Boring Money <https://www.boringmoney.co.uk/belong/wary-women/>

**R & D share class

Legal & General Investment Management:

Legal & General Investment Management is one of Europe's largest asset managers and a major global investor, with total assets of £983.3 billion¹. We work with a wide range of global clients, including pension schemes, sovereign wealth funds, fund distributors and retail investors.

Throughout the past 40 years we have built our business through understanding what matters most to our clients and transforming this insight into valuable, accessible investment products and solutions. We provide investment expertise across the full spectrum of asset classes including fixed income, equities, commercial property and cash. Our capabilities range from index-tracking and active strategies to liquidity management and liability-based risk management solutions.

¹LGIM internal data as at 31 December 2017. These figures include assets managed by LGIMA, an SEC Registered Investment Advisor. Data includes derivative positions.

<https://ownyourworld.legalandgeneral.com/>

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