



L&G App is now the highest-rated workplace pension app in the UK

The provider is committed to making pension planning more accessible and actionable for members with a wave of innovative new features

The L&G App, which supports its 5.7 million workplace pension members, is now the UK's highest-rated workplace pension app, with 4.8 stars on iOS and 4.9 stars on Android. The milestone comes as the app marks its first anniversary.

Since launching in September 2024, the app has logged more than 10.5 million visits, including a record 1.45 million in July. Usage remains strong, with 77% of members returning every three months and 55% coming back monthly.

The app has also been recognised with BehindLogin's 2025 Experience Award for Engagement, which celebrates platforms that make pensions feel compelling and enjoyable rather than purely transactional.

Using open finance, the app allows members to connect their different pensions and bank accounts for more effective retirement planning. L&G has also integrated access to its Workplace ISAs so members can view and manage their ISA directly in the app. In addition, a wave of innovative new features, which have been informed by member feedback, will be released over the coming months.

The new enhancements include:

- A new graphical view of a member's pension pot value over time
- Push notifications to prompt action from the member at key moments based on insights
- More personalised content based on individual circumstances

Currently, the app goes beyond showing just the numbers. It combines guidance and smart technology with easy-to-use interactive tools such as spending and income analysis, budgeting and setting savings goals. This means members can not only view what they have but actively manage their day-to-day finances and retirement savings on the go.

These innovations reinforce L&G's ambition to empower people to take control of their financial future, ensuring the app remains a vital tool for driving understanding, action, and confidence.

Paula Llewellyn, CEO, DC & Workplace Savings, L&G comments: "It's rewarding to see that members are not only using the L&G App but genuinely finding value in the experience we've created. We're therefore delighted that it has been recognised as both award-winning and the UK's highest-rated workplace pension app.

"Our app has been purposefully designed so that it goes beyond offering a simple snapshot of pension savings. Our teams have worked hard to develop a digital platform that delivers actionable insights, guidance and capabilities to help people make informed financial decisions at every stage of life.



“It’s fantastic to see our focus on making pensions clearer, easier and more engaging recognised by our members. And, this is just the beginning, with a host of new features on the horizon, we’re committed to giving people even greater confidence and control over their financial future.”

If you’re an L&G member you can download the app now, simply search “Legal and General Pension” in the app store.

-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 £1.1 trillion in total assets under management (as at FY24) of which c. 44% (c. £0.5 trillion) is international.

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

About our Retail business

L&G's Retail business is a leading provider of retirement and protection solutions. We aim to support our 12.4 million customers 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.

As at the first half of 2025, our workplace pension platform served 5.7million members, with net flows of £4 billion. Retail annuity sales were £745 million and lifetime mortgage advances (including retirement interest only mortgages) were £104 million. Our retail protection gross premium income was £771 million.

About DC and Workplace Savings

DC & Workplace Savings bridges our Retail and Asset Management businesses. It exemplifies both our synergistic model and our commitment to our clients, savers and society, uniting our expertise in managing assets with our deep customer knowledge and ongoing member journey innovation.

It's currently looking after the retirement savings of 5.7million members, with over £180 billion in DC AUM and the sector's largest commercial Mastertrust. By serving nearly one in 10 automatically enrolled UK adults in tech-driven, highly personalised ways, it plays a vital role in supporting better long-term financial outcomes nationwide. With a target of £40-50bn of cumulative net flows into it by 2028, it's also a very important part of our broader long-term strategy.



Further information

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