



# L&G's Ignite platform launches first product API integration with Lloyds Banking Group

L&G's Ignite platform has launched its first product API integration with Lloyds Banking Group (LBG), giving brokers seamless access to the lender's latest mortgage product data.

This real-time connection allows LBG's product information to be automatically updated on Ignite, streamlining product onboarding and improving the broker experience.

The API integration on Ignite sets a new benchmark for speed and accuracy in mortgage sourcing, empowering brokers with up-to-date information on all LBG's Halifax Intermediaries and BM Solutions mortgage products.

L&G's Ignite platform is designed to support mortgage research, helping brokers quickly identify the best lenders and products for their clients.

**Kelly Bretherton, Head of Ignite at L&G's Mortgage Services business:** "We're delighted to launch Ignite's first product API integration with Lloyds Banking Group. By enabling brokers to access LBG's latest mortgage product data instantly and seamlessly through this connection, we're setting a new standard for speed and accuracy in mortgage sourcing."

**Frances Cassidy, Head of Strategic & Technology Partnerships at Lloyds Banking Group:** "Lloyds Banking Group is focused on delivering consistent, reliable connectivity for intermediaries and customers across the market. We welcome innovations that help advisers access accurate product information and smooth journeys, while remaining committed to Consumer Duty outcomes and robust data standards."

**-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 HY25) of which c. 43% (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 5.6 million 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.

## Further information

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