



L&G joins major finance firms to launch UK Retail Investment Campaign

L&G has joined 19 other leading firms - including platforms, global banks, and wealth and investment managers - to launch the UK Retail Investment Campaign, a landmark initiative set to change how Britons think about investing their money for their long-term financial success.

The campaign, fully funded by the member firms and set to launch in April 2026, marks a moment of unity across the financial services sector, with firms working together to raise awareness of the importance of investing for people's financial wellbeing and the positive impact it can have on the wider economy.

The industry-wide campaign is supported by His Majesty's Treasury (HMT), the Financial Conduct Authority (FCA), and the Money and Pensions Service (MaPS), with the Investment Association (IA) acting as Secretariat.

Laura Mason, Chief Executive Officer of L&G's Retail business: "Millions of people in the UK are invested through their workplace pension, but more needs to be done to create an active investment culture in the UK and help people understand how investing can complement cash savings. Each has its place and appropriate well-diversified investments help people build resilience and support better long-term outcomes, including a more secure retirement. We're excited to support this industry-wide effort to help more people feel confident about taking that next step."

Chris Cummings, Chief Executive of the Investment Association and Deputy Chair of the Retail Investment Campaign: "By bringing together a wide range of firms from across the financial sector for a multi-year campaign, along with the support of the government and regulator, we will raise awareness that, while cash savings are important, many more people should be investing to fulfil their long-term financial plans. With only just over a third of UK adults agreeing that 'investing is for someone like me', many people could be missing out on the benefit that investing could bring. Together, we hope to inspire a nation of people who are ready to take the next step and invest in their futures."

-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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