



Legal & General Home Finance new TV campaign for Income Lifetime Mortgage depicts a colourful retirement

- Following a pilot in November 2018, Legal & General Home Finance has now rolled out its new Income Lifetime Mortgage to all customers
- The full launch is accompanied by a new TV advert campaign that is aimed at challenging perceptions about later life, and making retirement more 'colourful'

Legal & General Home Finance has today rolled out its new Income Lifetime Mortgage to customers across the UK, following a pilot announced in November 2018. The announcement is supported by the launch of a new TV advertising campaign, which seeks to challenge the traditional view of 'silver surfers' and 'golden oldies' by showing how lifetime mortgages can help people to enjoy a more colourful retirement.

The Income Lifetime Mortgage is a new way for consumers to release housing wealth in retirement. The loan is secured against the customer's home, but pays out a regular monthly income, instead of providing a one-off lump sum or drawdowns that the borrower can request as and when they need. This income is at least £200 a month over a fixed term of 10, 15, 20 or 25 years, and interest rates are fixed for the life of the loan. The Income Lifetime Mortgage is designed as an additional income to help people maintain their standard of living in later life and make the most of their active retirement years, while remaining in the home they love.

The TV advert airs for the first time today and signals the full launch of the Income Lifetime Mortgage. It features a series of four quick scenes that show how the product can help retirees to enjoy life even more, from spa breaks to modest home improvements and days out with grandchildren. Each story reflects the Legal & General brand colours, which combine at the end of the advert with a new animation that creates the iconic umbrella logo.

The advert can be viewed [here](#):

“The vocabulary of retirement is very muted. Pensioners spend their 'grey pounds' in their 'golden years'. We can be 'silver surfers', 'silver foxes' or even 'golden oldies' but it all paints an image of a life with the colour drained out.

“As our new TV advert shows, later life couldn't be more different. People are enjoying a colourful and fun retirement that includes spa breaks, meals out with friends or treating the grandkids.

“At Legal & General we're always looking at different ways to help people to get the most from a modern retirement, whatever their plans, dreams and goals might be. There's no one-size-fits-all solution for later life, so whether it's enabling our customers to make monthly interest repayments or to use their housing wealth to enjoy life's little luxuries, we're there to help them have a more colourful retirement.”

Steve Ellis, CEO, Legal & General Home Finance

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The information contained in this press release is intended solely for journalists and should not be relied upon by private investors or any other persons to make financial decisions.

Notes to Editors

A lifetime mortgage is a loan secured against the client's home. The amount that can be borrowed depends on a client's age, the value and suitability of their home and whether they are applying jointly or as an individual. Dependent on the type of lifetime mortgage chosen, the client receives a cash lump sum, smaller amounts as and when required, or a regular monthly income. Interest is added to the amount they owe each month, which means we charge interest on the loan plus any interest already added. The lifetime mortgage is usually repaid from the sale of the property when the client(s) dies or leaves the property for long term care. There may be cheaper ways to borrow money.

About Legal & General

The Legal & General Group, established in 1836, is one of the UK's leading financial services companies. As at 30 June 2018, we had over 9.5 million customers in the UK for our life assurance, pensions, investments and general insurance plans.

Legal & General Home Finance Limited is a wholly owned subsidiary of Legal & General Group plc. Registered in England and Wales number 04896447.

Registered office: One Coleman Street, London EC2R 5AA.

Legal & General Home Finance Limited is authorised and regulated by the Financial Conduct Authority.

Further information

Note: Call charges may vary

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