



PRESS RELEASE

Don't worry be 'appy': Lloyds Banking Group unveils new mobile banking features

Lloyds Banking Group has launched a new suite of features to its mobile banking apps to help customers stay connected to their finances.

Lloyds Bank, Halifax and Bank of Scotland customers will be able to receive mobile notifications which can be customised to track their spending and transactions.

The alerts can let users know when they receive money from a friend or contact, when refunds are credited or when standing orders or bills leave their accounts.* They will be able to change settings to which alerts they want to receive.

New pilots are also being tested that use advanced machine learning software to alert customers when a regular bill is higher than usual or when they are charged for the first time on a card subscription.

Later this year, customers will also be able to use these alerts to show how much they will have left to spend each month after regular bills, as well as when they are due to leave the account.

Stephen Noakes, Retail Transformation Director, Lloyds Banking Group, said: "These latest features have been designed around things that our customers tell us make mobile banking better for them, helping track their account activity and creating opportunities to save.

"We are working hard behind the scenes in our technology labs, constantly testing out innovative new ideas to create more choice and control for customers."

Spend a pound to save the pennies

From this month Lloyds, Halifax and Bank of Scotland customers will be able to register to a Save the Change service on mobile apps. This means that every time they shop with their debit card, the amount will be rounded up to the nearest pound and put straight into their savings account.

Customers can already sign up for Save the Change in a branch or through internet banking, with almost a million registrations since it was launched.

Making earning cashback easier than ever

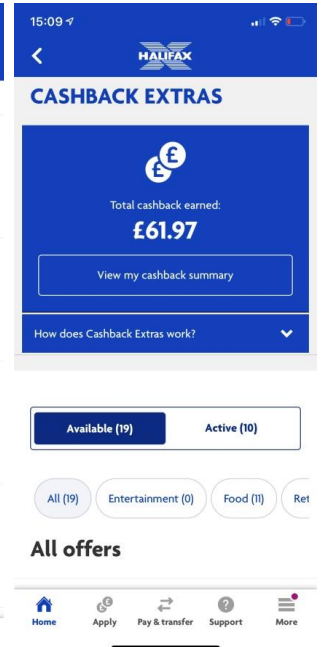
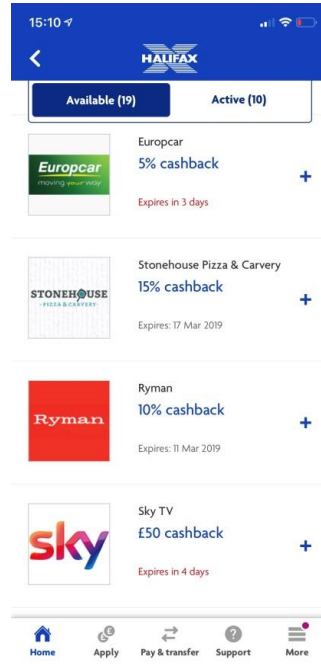
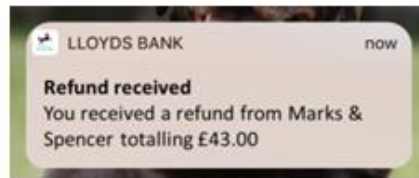
Since 2013, Everyday Rewards** has paid out more than £40 million in cashback to customers, making it one of the biggest card-linked loyalty programs in Europe.

This functionality has been improved, with new filters allowing customers to search offers by category, helping them to earn more cashback and see the total cashback they've earned in an easy to use summary. New push alerts to notify when cashback has been paid will be introduced later this year.

MEDIA CONTACTS



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* This service is currently available to Bank of Scotland Android customers. The service will be rolled out to Lloyds Bank and Halifax customers in February 2019. Services will be rolled out to IOS customers later in 2019.

** Everyday Offers (Lloyds Bank and Bank of Scotland) and 'Cashback Extras' (Halifax).

Notes to editors

Lloyds Banking Group is the largest digital bank in the UK, with more than 15 million customers actively managing their account online and nine million on mobile. We are investing £3bn during the next phase of our strategy, with a strong focus on technology and people.

The transformation of the Group is linked to our purpose of helping Britain prosper, and we will demonstrate our expertise as the UK's largest digital bank through our brands.

We have pledged to train 1.8 million people, charities and businesses on digital skills by 2020 and recently launched the first Lloyds Bank Digital Academy in Manchester.

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