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## Advance with Lloyds: Bank launches ‘build your credit’ card, to help with financial confidence

- Lloyds launches credit card, **Advance**, specifically designed for existing customers that are new to credit, to help build their credit-confidence
- Advance comes with a £20 reward when the account is kept up to date, no fees when spending abroad and tailored support to encourage responsible borrowing behaviours
- Rich Napier, Credit Card Managing Director at Lloyds, says “Learning how to manage credit as early and as safely as possible, can make a huge difference to your future finances. Building a solid credit record isn’t just about borrowing money – it’s about opening doors for your future.”

### Lloyds’ new credit card empowers people to build financial confidence and credit strength.

**Advance**, the new credit card from Lloyds, offers tailored support to help build a strong credit score responsibly - ideal for people with big dreams on the horizon that will need borrowing to help make them a reality.

When working toward life goals, like getting on the property ladder or buying a first car, lots of attention is directed towards saving up enough money. However, this is only part of the picture – with many significant purchases requiring a healthy credit score and a strong credit history, to benefit from the most competitive rates and products available.

### Enter Advance – a credit card designed to build credit strength

Advance is specifically designed for people who are new to credit and want to build credit confidence.

Seven in 10 (70%) people\* aged between 18 and 34 understand a strong credit history is important for getting a mortgage, but nearly half (43%) have little or no understanding of what APR (a yearly rate that shows the total cost of borrowing money) means.

That’s where **Advance** comes in - to help people achieve their financial goals through educational tools and rewards.

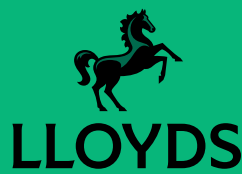
### Advance comes with:

- Access to a bespoke knowledge hub, with simple, jargon-free resources to help understand how credit works, how to use it wisely and how to avoid common pitfalls
- No foreign transaction fees when used for purchases
- A £20 reward when customers keep their account up to date during the first six months
- One interest rate to make Advance as simple as possible to understand

### Rich Napier, Credit Card Managing Director at Lloyds, explains why credit strength matters

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“Learning how to manage credit as early and as safely as possible, can make a huge difference to your future finances. Building a solid credit record isn’t just about borrowing money - it’s about opening doors for your future. From renting a flat, to applying for a mortgage, your credit score plays an important role in the rates and terms you will be offered. Our new **Advance** card helps build your score simply, giving you the tools to manage your borrowing responsibly and avoiding riskier lending, like payday loans.

“Getting your credit history right from the beginning will put you on a fantastic financial footing for the future. The earlier people get into the habit of borrowing wisely and safely, building a solid credit report at the same time, the stronger position they’ll be in – with credit history issues less likely to crop up in the future.”

### Financial confidence starts here

**Rich Napier** also spoke about how Lloyds’ new credit card, **Advance**, can help build financial confidence.

“**Advance** is more than just a way to pay, it’s a way to learn. With simple interest rates and access to our Your Credit Score tool, it’s a great option for building financial confidence and independence.

“It’s all part of a bigger mission: helping young people feel empowered, not intimidated, by financial products.”

**Advance** customers will also have access to Lloyds’ money management tools, including **Your Credit Score**, Lloyds’ free credit checking service where customers can view their full credit report and access personalised, practical tips to improve or maintain their score. Customers can also **limit spending** by setting personalised contactless card payment limits or freeze certain types of payments, including gambling. Plus, the Lloyds **Benefit Calculator** provides bespoke support on Council Tax discounts, Universal Credit, home improvement grants and more.

### Ends

#### Notes to editors

This information is for the sole use of journalists and media professionals.

Advance is available from Lloyds and Bank of Scotland.

Customers must hold a personal bank account within Lloyds Banking Group for at least 3 months to become eligible for this product.

The representative APR is 29.9% variable.

How much Lloyds lends, is subject to our assessment of the customer’s individual circumstances.

Summary information on earning cashback and interest, fees, and charges below. For more details, please visit [Lloyds Advance](#) where draft terms and conditions are available. Full sets of terms and conditions, which are specific to the customer, are sent once a customer has been accepted for the credit card.

Your Credit Score is available to UK Residents 18 and over and registered for Internet Banking. Credit score data is powered by TransUnion and is subject to T&Cs.

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\*Research conducted by Find Out Now in August 2025. Sample size of 1,003 GB respondents aged 18 to 34.

Customers qualify for the £20 reward when their account is kept up to date during the first six months – terms relating to the £20 reward can be [found here](#).

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