



Lloyds Banking Group supports Finance Creator Network as a founding commercial partner

- Finance Creator Network launches to support safer financial education on social media.
- Lloyds Banking Group supports the launch as a founding commercial partner of FCN, alongside Compare The Market.

More people are turning to social media for help with their money, but it is not always easy to know which information to trust. The new Finance Creator Network, co-founded by established finance content creators, and backed by Lloyds Banking Group and Compare the Market, aims to make reliable, easy-to-understand financial education easier to find online.

Supporting safer financial education online

Three influential financial content creators have come together to create a force for good with the Finance Creator Network (www.financecreatornetwork.co.uk), which will bridge the gap between safe financial education and social media platforms.

Alongside their extensive social media reach, co-founders Cameron Smith (@cazza_time), Mat Gay (@thequidsquid) and Abs Mechial (@absmechialofficial) have established authority speaking on the pressing issue of incorrect and misleading financial education, with cabinet members.

Together these trusted creators have launched the Finance Creator Network, working alongside the Financial Conduct Authority to deliver the co-founders' vision of safe, high-quality and accessible financial education for all.

Lucy Castledine, Director of Consumer Investments, Financial Conduct Authority, Comments: "We welcome the launch of the Finance Creator Network. It is an important step in supporting responsible content creators who want to help consumers make informed financial decisions."

The Finance Creator Network have welcomed Lloyds Banking Group and Compare The Market as their first commercial partners, reflecting the significance of and momentum behind the new network.

Suresh Balaji, Chief Marketing and Experience Officer for Lloyds Banking Group, said: "Money conversations are happening everywhere, and people want advice that feels relevant and fits into their lives - including on social media. But it's not just about where people find financial information. It's about whether they can trust it, understand it and use it to feel more confident about their money. As volumes of online content continue to grow, and advancing technologies make it easier to create convincing misinformation and fakes, reliable financial guidance has never been more important."

"That's what makes the Finance Creator Network so exciting. By bringing creators, industry, and regulators together, we can raise the bar, make trusted information easier to find and help more people take control of their finances."

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Built By Creators, For Creators

Building a curated community of vetted creators, the Finance Creator Network will be a valuable asset for companies wanting to collaborate safely and effectively with finance content creators.

Creators who are accepted to be part of the FCN are exemplary examples of financial education online and positioned to be positive partners for businesses wanting to speak with authenticity into the financial space.

Abs Mechial, Finance Creator Network co-founder, comments: "I'm lucky enough to have had a foot in both worlds, having spent over a decade working in regulated financial services, and now creating financial content online. Traditional financial advice often isn't accessible to the people who need it most. Creating financial content showed me the incredible potential social media has to bridge that advice gap, but also the importance of maintaining high standards. That's why I'm so excited to be launching the FCN. We're aiming to simplify, and pave the way, for collaborations between creators and firms that can make a real difference."

This dynamic network was inspired by the three co-founders' recognition of a need for greater consistency and higher standards in online financial education. Excelling in the space themselves they have front row seats to the wide range of financial information available on social media, from the cowboys to the credible accounts. Harnessing their experience of building communities online and fostering meaningful connection with their audiences, the FCN is expertly positioned to work positively with businesses and creators, facilitating quality collaborations that deliver results and drive truly positive outcomes.

Co-founder Cameron Smith comments: "The idea for the Finance Creator Network came from a simple belief: financial education is too important to be left without standards. I know from building my own audience online that millions of people now turn to social media to learn about money, but until now, there hasn't been a clear framework for recognising creators who take that responsibility seriously. Inspired by the principles behind regulated financial advice networks, we wanted to create a standard that promotes credible financial education, encourages better partnerships between creators and financial firms, and ultimately delivers better outcomes for consumers."

The Next Step In Financial Education

Co-founders Cameron Smith, Abs Mechial and Mat Gay have been invited to join the FCA at their Annual Public Meeting on the 6th October to speak about the important and positive future impact of the Financial Creator Network.

Co-founder Mat Gay comments: "For us the success of the FCN lies in that it's been built by creators, for creators. All three of us have seen how empowering online communities can be and the FCN is building on that by supporting the content creators contributing safe, helpful, financial advice. We're delighted to have that recognised by the FCA and to be working alongside them. This event with the FCA, and the launch of the FCN this autumn, is a huge step forward for financial education in the UK."

Supported by Compare the Market and Lloyds Banking Group and working alongside the FCA, the Finance

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Creator Network is a pivotal development in financial education.

Caroline Raines, Director of Corporate Affairs at Compare the Market, comments: “Building confidence with money starts with education, whatever your stage of life. With more financial content being shared online than ever before, it’s vital that we ensure consumers are signposted to accurate, balanced guidance rather than misleading information. Credible voices in the creator space have an important role to play here: helping to translate complex topics into everyday language without downplaying the risks. That’s why we are proud to be supporting the Finance Creator Network and helping build this initiative’s visibility. By combining trusted information with engaging delivery, we can normalise conversations around managing money and give more people the confidence to take informed steps towards their financial future.”

The Finance Creator Network has also appointed Christina Watson, ex MD of Vice and esteemed media expert, as a strategic advisor.

Christina Watson comments: “When Cameron, Mat and Abs asked me to come on board as a non-executive director it was an easy yes. It’s an honour to be involved in a movement taking financial education in such a positive direction.”

Ends

More Information

- The Finance Creator Network (FCN) was co-founded by Cameron Smith ‘cazza_time’, Mat Gay ‘thequidsquid’ and Abs Mechial ‘absmechialofficial’ in 2026.
- Find out more about the FCN at www.financecreatornetwork.co.uk
- The first members of the FCN are: Abigail Foster (@abigailrosefoster), Gabriel Nussbaum (@gabrielnussbaum) and Rotimi Merriman-Johnson (@mrmoneyjar).
- The co-founders are available for interview by request, approved quotes also available.
- The FCN is working with the FCA to transform Financial Education online.
- Compare The Market and Lloyds Banking Group are supporting the FCN as their first commercial partners.
- The FCN is a network that seeks to improve the quality and trustworthiness of highly accessible financial education available on social media platforms.

About Lloyds Banking Group

With 28 million customers, we’re proud to be the UK’s biggest digital bank. Our services span retail and commercial banking, insurance and long-term savings, delivered through trusted brands including Lloyds, Halifax, Bank of Scotland and Scottish Widows.

Our purpose is Helping Britain Prosper. For more than 320 years, we’ve served households and businesses across the UK. Today, we’re transforming how we do that. We’ve invested more than £4bn in our digital transformation, and we’re just getting started. That means building smarter, more resilient tech, expanding our use of AI, and creating seamless experiences for a digital-first Britain.

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About Compare the Market

Compare the Market was launched in 2006 and has grown rapidly over the past twenty years to become one of the UK's leading price comparison websites.

Compare the Market provides customers with an easy way to make the right choice for them on a wide range of products including motor, home, life, travel, and pet insurance as well as utilities and money products such as credit cards and loans.

Compare the Market actively works with its brand partners to help provide great services to customers.

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