



Lloyds launches Investing in Britain Hub

New online hub helps customers learn more about UK investment opportunities

Lloyds has launched its new [Investing in Britain Hub](#), providing customers with information about investing in UK companies and sectors as part of a diversified investment approach.

The hub forms part of the wider Investing in Britain initiative led by The Investment Association, which aims to improve awareness of UK investment opportunities and help more people engage with long-term investing.

The online resource brings together information on a range of UK investment themes, helping customers understand how UK-listed companies and domestic growth opportunities can contribute to a diversified portfolio.

Supporting informed investment decisions

Investing can play an important role in helping people work towards their long-term financial goals. The Investing in Britain Hub has been designed to make it easier for customers to access information about the UK market and explore investment opportunities available through Lloyds' products and services.

The launch reflects Lloyds' commitment to improving financial confidence and supporting customers in making informed decisions about their financial future.

Industry-wide collaboration

The Investing in Britain initiative was launched by The Investment Association in partnership with member firms across the UK investment management industry.

Through dedicated online hubs, participating firms are providing educational content and resources to help customers better understand the opportunities available in UK businesses and the role investing can play in supporting economic growth.

Expert commentary

Manuel Pardavila-Gonzalez, Managing Director, Investments at Lloyds Banking Group, said:
"Helping people build long-term financial resilience is at the heart of what we do. The Investing in Britain Hub gives customers a simple way to learn more about opportunities in UK companies and the role they can play within a diversified portfolio.

"We're pleased to support this industry initiative and to work alongside others in helping more people engage with long-term investing."

About the Investing in Britain Hub

The [Investing in Britain Hub](#) is an online resource available to Lloyds' customers. It provides information about UK investment opportunities, market themes and the benefits of diversification, helping customers make more



informed decisions about their long-term financial goals.

Notes to editors

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, 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.