

1 February 2017

**pensionsync drops fees,
announces plans to launch online employee benefits market**

pensionsync, the technology platform that connects payroll to pensions, announces that it will be made available free of charge to all Direct Model customers from 1st February 2017. The software provider will also launch an online superstore for employee benefits www.benefits.market, which is tailored to SMEs, in summer 2017.

Direct Model is pensionsync's pay-as-you-go revenue model where payroll professionals and employers pay a monthly fee to use the platform. From February, all Direct Model customers will no longer pay monthly fees for sending payroll data to pensionsync's existing pension provider partners: NEST, The People's Pension, NOW: Pensions, Legal & General, Smart Pension and Aviva.

Existing Direct Model customers and new customers who sign up before 30 April 2017 will also receive six months of premium support for free.

This change in business model means that pensionsync will no longer bear the cost of pension providers integrating into its technology platform. New pension providers to the platform will be required to cover these costs.

In summer 2017, pensionsync will launch a new website, benefits.market, which signals its move into the employee benefits space as a brokerage service for the mass SME market.

Will Lovegrove, CEO of pensionsync, says:

“We wanted to continue to create pioneering services for the financial services industry, following the successful launch of www.pensions.market in the autumn. Efficient data transfer is essential for the continued growth of the pensions and employee benefits industry and by providing a free service pensionsync is directly contributing to the adoption of this new technology by UK employers.

Through this new business model, we are supporting the vital SME economy by removing the cost of working with pensionsync and providing a website that does much of the heavy lifting related to finding the best employee benefits products for employers. Linking pensionsync to benefits.market will mean our software will automatically produce tailored quotes and product comparison tables, and support employer decision making with “robo-advice”. These innovations will change the way smaller employers review and purchase benefits for their employees, and help improve workers lives by making protection affordable for everyone.”

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About pensionsync:

pensionsync is a solution to automate the delivery of data between payroll, AE middleware and pension providers. pensionsync is a product of systemsync solutions Ltd. We were formed in 2015 by the founders of a highly experienced and fast moving software development consultancy based in Parsons Green, London. Our engineering team has been building mobile apps, enterprise apps, software products and APIs for our customers for over 10 years.

Our management team has been at the forefront of some great technical innovations for the last decade. We have worked extensively in the music industry at the cutting edge of digital software technology helping to transform our client's businesses to allow them to compete in the era of digital distribution. We have been applying our knowledge of technology to positively impact the Pensions and Payroll industry since Autumn 2013.