

MAKING YOU HAPPIER ABOUT MONEY

Virgin Money's commitment to supporting customers.

At Virgin Money we have a clear purpose of Making You Happier About Money. We have 6.5m personal, business and mortgage customers who are impacted by the rising interest rate and inflation environment.

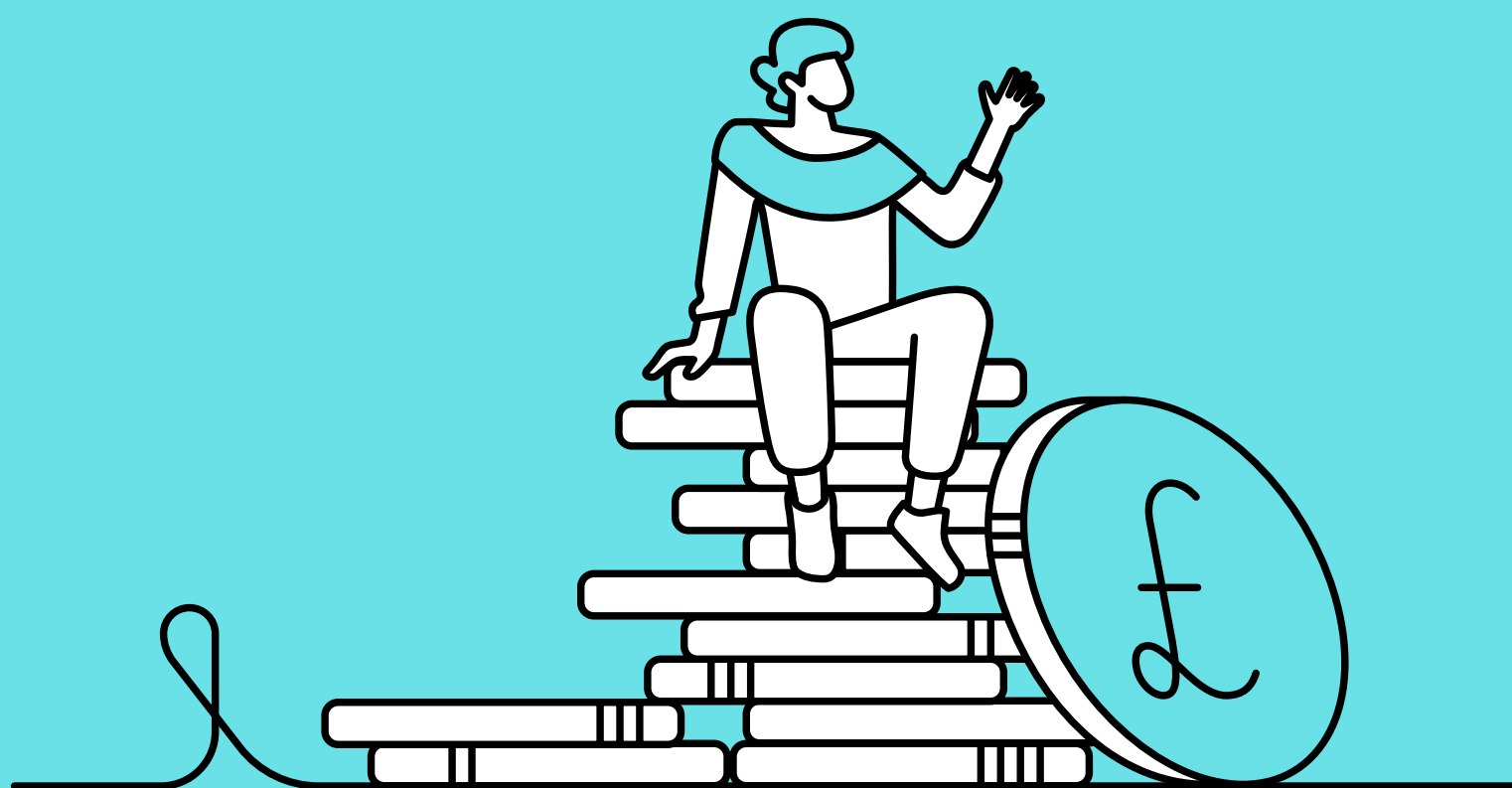
Here's what we're doing to help...

M  **ONEY**



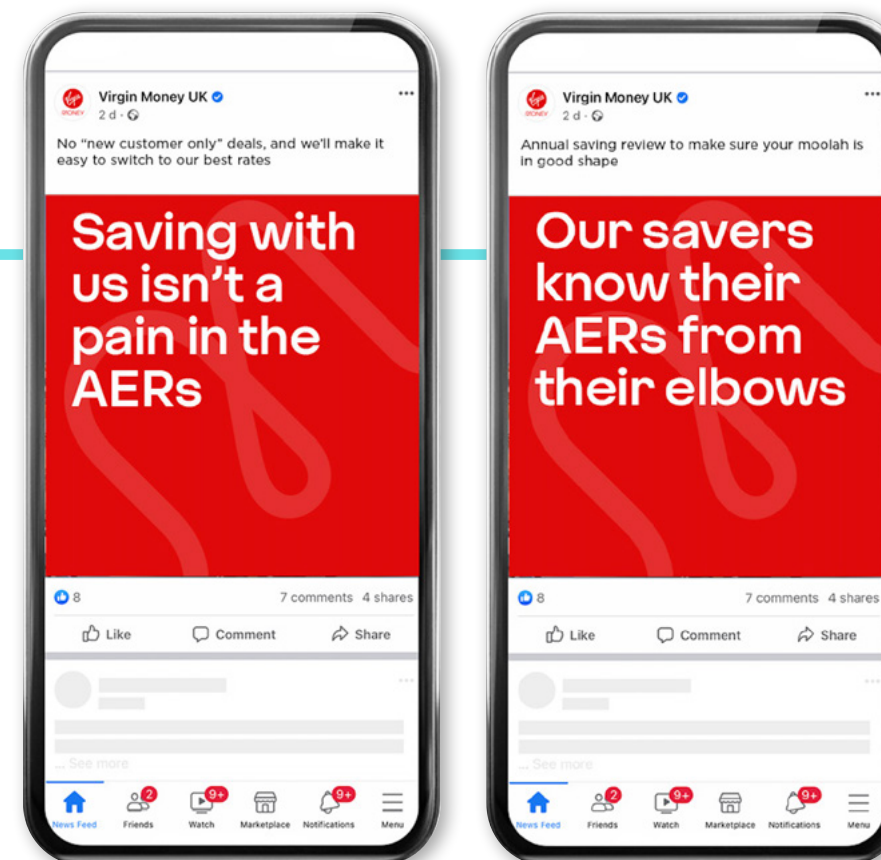
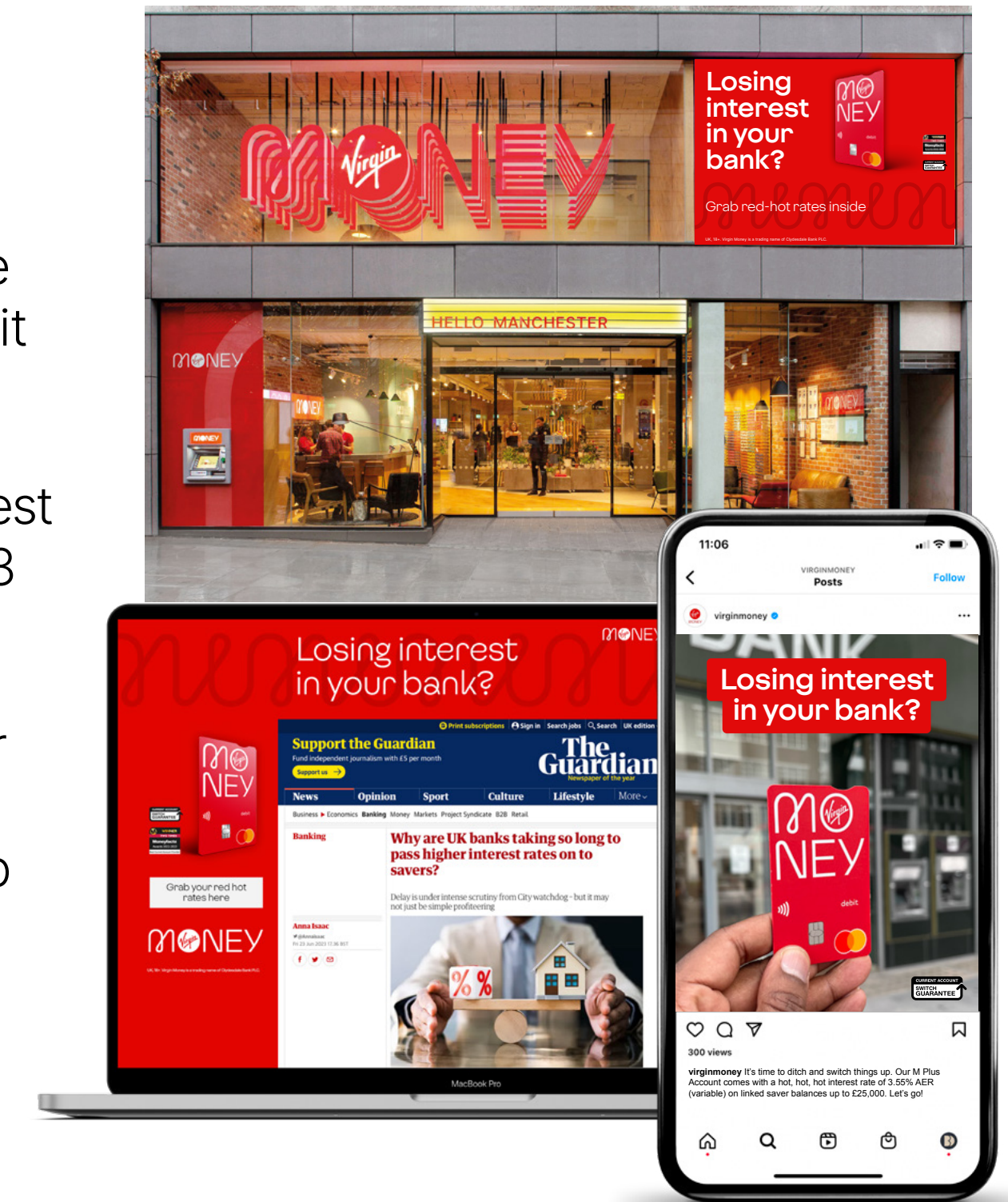
HELPING SAVERS

We offer competitive rates for savers and this will continue. Our award-winning options include market leading ISA rates, as well as highly competitive savings and current account interest rates. We are increasing our proactive communication with our customers to help them get better rates, and we have actively managed our book to significantly reduce balances in non-interest bearing accounts.



- ✓ On sale savings rate 3.00%-5.80% available to new and existing customers
- ✓ Average savings rate 40bps above market
- ✓ 1 year fixed rate ISA at 5.61%, 2 yr 5.62%
- ✓ 2% on first £1k in M Plus and Club M current accounts
- ✓ All new current accounts come with a Linked Saver at 3.55%*

- ✓ Reduced non-interest bearing accounts to just 1% of our book
- ✓ Our attractive rates have seen us grow our deposit book (up 3% at June)
- ✓ Winner of Moneyfacts 'Best Current Account' for 2023 (our 2nd year in a row)
- ✓ Over 7 million customer contacts** this year, via email, social and in-app messaging, promoting our best savings rates/price rises



COMING SOON

We will proactively engage savers** to check their account and interest rate, and encourage them to consider their options. We will particularly focus on historical, low interest accounts to tell them about the alternative higher interest accounts we have available.



*on first £25k, 2.52% thereafter. **fully GDPR compliant.

- ✓ Extended our product range (new 3 year fixes, additional LTV tiers etc)
- ✓ Fixed rates available up to 15 years
- ✓ Full product range offered to existing customers – no one stuck on back book
- ✓ At the end of term customers can switch to a new product with no additional checks required, up to 180 days before their current deal expires

- ✓ Greener Mortgages for New Builds with EPC rating of A or B
- ✓ No default fees
- ✓ Payment holiday available following 9 consecutive payments*
- ✓ Toolkit to help customers in difficulty – including payment holidays and temporary interest-only payments
- ✓ Proactively contacted 150,000 mortgage customers** with our cost of living assistance communications
- ✓ Pre-emptive contact of customers** at risk of financial difficulty, and signpost to free debt advice
- ✓ Home buyer coach app
- ✓ We are supporting the Mortgage Charter advertising campaign – funded by the top 7 Lenders, and coordinated by UK Finance

*VM brand products. **fully GDPR compliant.

HELPING HOMEOWNERS

With rising base rates impacting the mortgage market, we are extending our product range to increase options, making transfer across to new products easier than ever, and proactively ensuring that we identify, contact and help customers in potential difficulty.



MONEY Virgin

MORTGAGE ON YOUR MIND?

Hi, every penny counts right now, and we know that money may be a worry – especially your mortgage payments.

We appreciate everyone's circumstances and mortgages are different. Maybe you're wondering what will happen when your current mortgage deal or rate ends, or you're struggling to keep up with your payments. Whatever your situation, you're not alone and we want to help.

Experts at your service

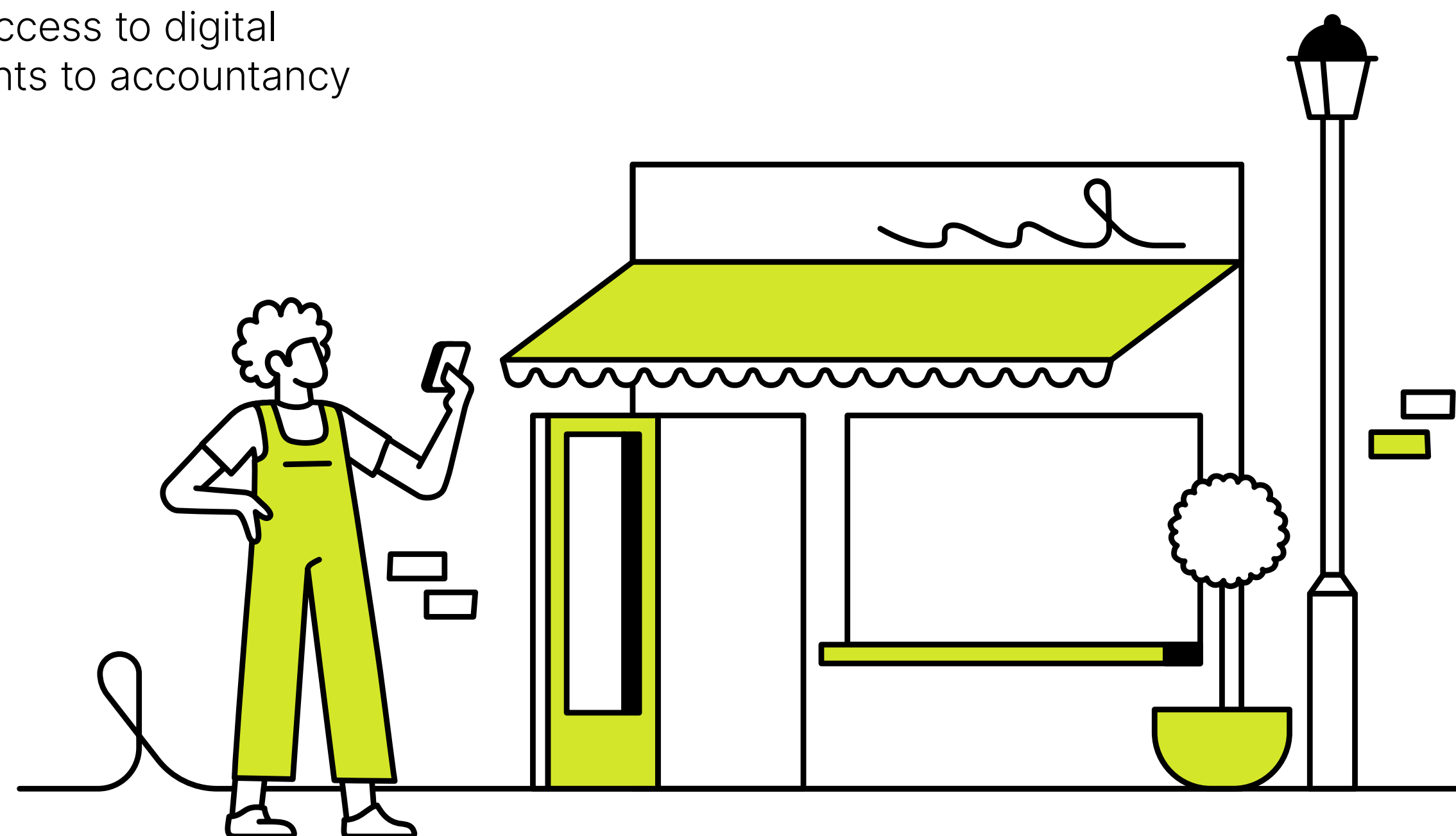
Our team of experts may be able to find a way to make your payments more manageable - such as arranging a new payment plan or changing your payment

HELPING SMEs

We are focussed on supporting UK SMEs. This includes our continued commitment to providing access to finance for our business customers, demonstrated by above market growth in our lending book. Alongside this we are continuing to invest in our digital offering to enhance the customer experience, support improved productivity and promote growth.

- ✓ Bucked the contracting market by growing our SME lending by 6% at June*
- ✓ 96% of completed credit applications are approved
- ✓ Grown Business Current Accounts by 7% at June*, double net growth vs prior year
- ✓ Business Current Account offers fee-free banking, debit card cashback, free access to digital tools and discounts to accountancy packages

- ✓ Created new digital tools (M Track, Marketplace) to provide SMEs with data-led solutions to manage their finances and business more efficiently
- ✓ Through investment in technology, Relationship Managers have increased capacity to spend time with customers to support with their business needs



*latest disclosed financial reporting



Embedded the Turn2Us benefits calculator on our website, helping users to confirm or uplift £3m in benefits since launch



Work underway to embed the Turn2Us grants search tool to identify and access funds customers may previously not have been aware of



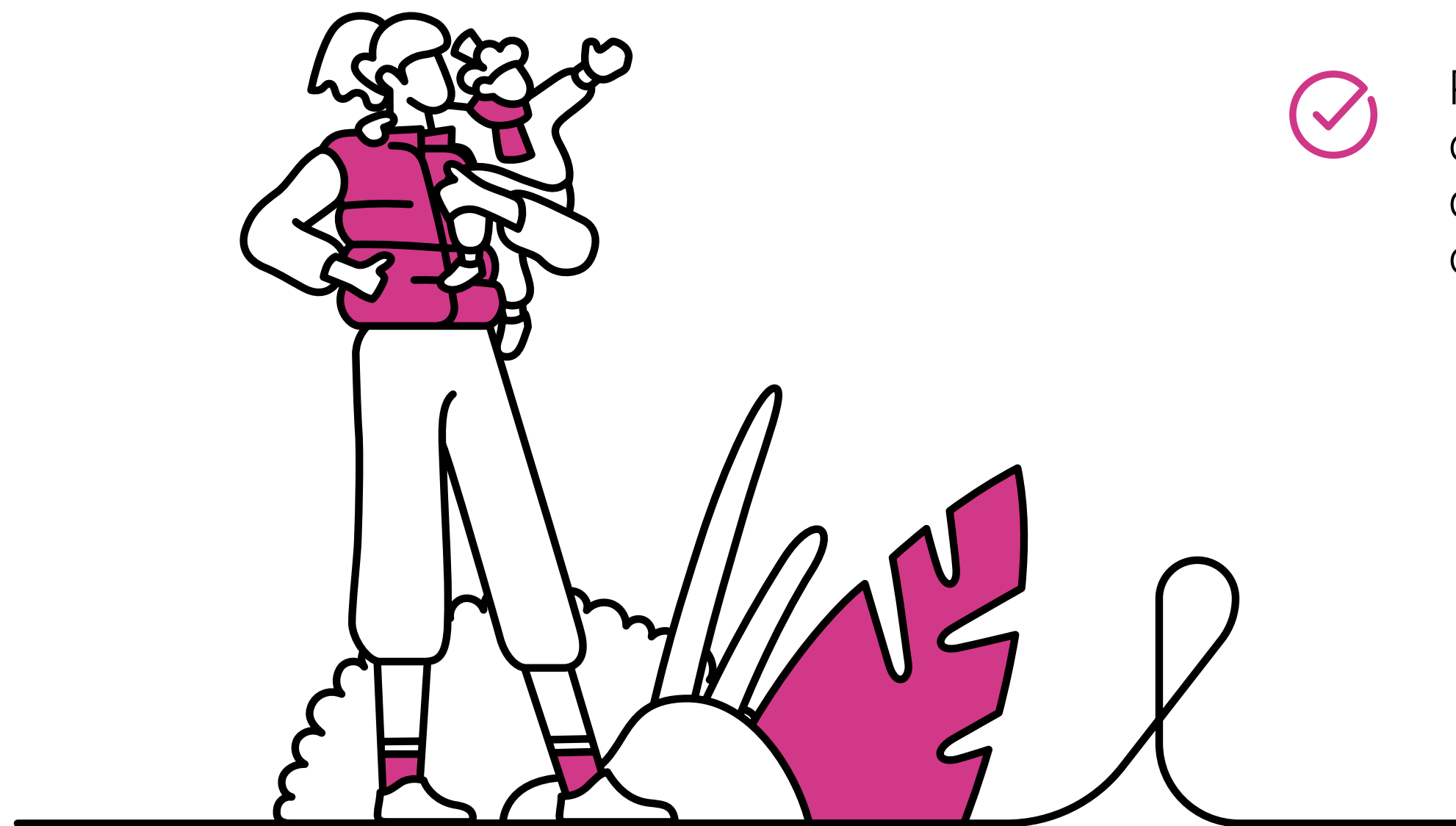
First bank to support the Turn2Us and Virgin Media/ O2 National Databank providing free 20GB SIM cards to those in data poverty, and donated mobile devices to their Device Bank



The Virgin Money Foundation promotes the sustainable regeneration of communities that have experienced social and economic decline. Awarded over £12 million in grants since launch



Partner with Youtility to help customers manage their broadband, digital TV and mobile bills through our app



HELPING THOSE WHO NEED IT MOST

In addition to direct support for customers, we are working with the industry and third parties to work towards a more inclusive banking sector that eradicates inequity and provides assistance to those most in need.



Virgin Money isn't like
other banks.

We're not here to defend
the status quo.

We are here to make you
happier about money.

