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Phoenix Group Holdings plc completes its name change to Standard Life plc

- Bringing its most trusted brand to the forefront
- Demonstrating its commitment to helping customers achieve greater financial security in later life
- Standard Life is launching a new target to help three million more customers achieve better retirement outcomes

Standard Life plc ('Standard Life' or the 'Group'), a retirement specialist focused entirely on retirement saving and income, has completed its name change from Phoenix Group Holdings plc ('Phoenix Group') and will be listed on the London Stock Exchange under the ticker of SDLF from 8am today.

The move to Standard Life plc supports the organic growth strategy of the Pensions and Savings and Retirement Solutions businesses that already trade under the Standard Life brand. Since Phoenix Group bought the brand, it has built leading positions in a number of markets including workplace pensions, individual annuities and pension risk transfer.

Standard Life champions the belief that everyone's journey to and through retirement can be better. For more than 200 years, Standard Life has been standing beside its customers, to help them plan and prepare for their financial futures.

The change to Standard Life plc recognises the progress made in recent years by Phoenix Group to simplify the business and enables the Group's vision to be the UK's leading retirement savings and income business.

The Group will continue to lead the industry, by advocating for better retirements and convening to drive meaningful change to help customers achieve greater financial security.

To mark this change, Standard Life has set a new target to help three million more customers over the next ten years take action towards a better retirement. To meet this commitment, the Group will provide support and solutions designed to ensure more people are on track for sufficient pension savings and more people are financially secure in later life. Standard Life will evidence this by tracking improvement in two customer outcomes: more people are engaged in planning for their retirement, and more people are supported to make better decisions when accessing their pension.

Andy Briggs, Standard Life plc CEO, said: "For more than 200 years, Standard Life has stood beside its customers, helping them plan and prepare for their long-term financial futures. Today, as Standard Life plc, we are proud to manage £300 billion in assets on behalf of 12 million customers^[1].

"Our purpose is helping people secure a life of possibilities, and I am proud to announce our new target, which embodies our belief that everyone's journey to and through retirement can be better. Over the next ten years, we will help three million more customers take action to achieve better retirement outcomes."

An extensive consumer brand campaign 'For the life we live' has also been launched - a national multi-media campaign featuring TV, radio, newsprint, digital and social advertising. It will run for ten weeks with the aim of strengthening the Standard Life brand at key customer decision points in people's journey to and through retirement and helping inspire customers to engage with their financial futures.

Customer brands within the Group, including SunLife, Phoenix Life and ReAssure, will continue to invest in customer service and products innovation. This year will see a change in the structure of the

in customer service and operate as normal. This move will see no change as part of the structure of the Group, or the legal entity.

Andy Briggs, Standard Life plc CEO, concluded: "The move to Standard Life plc supports our vision to be the UK's leading retirement savings and income business, and demonstrates our commitment to helping customers achieve better outcomes and greater financial security in later life. We want Standard Life to be the business that people trust to guide their retirement journey."

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About Standard Life plc ('Standard Life')

Standard Life is a retirement specialist focused entirely on retirement saving and income.

We are proud to manage c£300bn in assets on behalf of our 12 million customers, and we champion the belief that everyone's journey to and through retirement can be better.

We offer our customers a broad range of retirement, investment and protection products across our customer brands which include Standard Life, SunLife, Phoenix Life and ReAssure

Our vision is to be the UK's leading retirement savings and income business, building on Standard Life's leadership positions in the workplace pensions, pension risk transfer and individual annuity markets, and our growing retail business. Our award-winning services are backed by industry leading apps and strong customer service.

As a FTSE 100-listed group, we are using our size, expertise and influence to deliver better outcomes for customers.

We've set targets to help an additional three million customers take steps toward a better retirement by 2035. We want to play our part in delivering a net zero economy and managing our impact and dependency on nature to shape the world our customers will retire into.

Standard Life is recognised as a leading employer, with long-standing accreditation as a Living Wage Employer, Living Pension Employer and in 2026 became one of Britain's Most Admired Companies.

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^[1] figures from HY results Sept '25

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