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## **NEWS RELEASE**

### **A SIMPLE EQUATION BEHIND SCOTTISH FRIENDLY'S NEW WITH PROFITS PLAN.**

### **START SAVING FROM JUST £10 EACH MONTH, GET BACK £1,000s IN 15 YEARS**

A new savings plan that automatically increases premiums each year for the first five years, managing your savings for you, has been launched by Glasgow-based friendly society Scottish Friendly Assurance.

Calum Bennie, marketing manager at Scottish Friendly, said: "A lot of people feel that they should be saving more for the future, but don't think that they have the discipline to put away regular savings. Friendly MoneyBuilder is an easy way to get into the savings habit. It's a straightforward, mid-market endowment savings plan aimed at people looking to set aside an affordable amount each month to help them and their family have a sizeable lump sum to look forward to."

The Scottish Friendly MoneyBuilder is a 15-year regular savings with profits plan. Its low start feature means that monthly savings gradually increase for each of the first five years of the plan. Premiums start from £10 up to £100 and go up by 20% of their original value at the end of each year\*.

The Plan is being marketed using a 'boffin character' who points out that while it's an ingenious way to build up a lump sum, it's "not rocket science".

A minimum cash sum is guaranteed on maturity provided the premiums are kept up for the full term\*\*.

Friendly MoneyBuilder savings are invested in Scottish Friendly's With Profits Fund which invests for long-term growth as well as a degree of security, in stocks and shares, fixed interest and cash. The plan automatically includes life cover\*\*.

Example: Someone aged 35 at outset paying £50 a month initially, assuming future investment growth of 6% each year, could receive £20,420 on maturity#.

For more information on the Scottish Friendly MoneyBuilder Plan, please call 08456 00 54 33 or visit [www.scottishfriendly.co.uk](http://www.scottishfriendly.co.uk)

\* For example, a premium of £30 per month will increase to £60 by the end of the first five years.

\*\* The guaranteed minimum cash sum and the amount of life cover will depend on your age and how much you pay each month.

# Source: Scottish Friendly. These figures are only examples and the projected benefits are not guaranteed. They are based on premiums being paid for the full 15 years. They are not maximum or minimum amounts; what you get back depends on how your investments grow and the actual level of future bonuses. You could get back more or less than this.

**ENDS**

Issued by Budge PR

On behalf of Scottish Friendly Assurance

For more information, please contact Budge PR on 01698 540 111