

**THE NOTTINGHAM'S BEEHIVE MONEY LAUNCHES IT'S FIRST EVER SAVINGS APP AND
EXCLUSIVELY WELCOMES VIBee MEMBERS**

Embargoed until Monday 13 September 2021 – Beehive Money, part of The Nottingham, has today announced the launch of its first ever app. The building society introduced Beehive Money as its sister brand back in 2018 with a number of online-only accounts.

Last year the Society took the decision to make Beehive the new home for *all* its online savings and began work, with support from its main technology partner, Salesforce, building an app to support members and make accessing their accounts even easier.

Over the last month it has been busy migrating its current Nottingham Building Society and Beehive Money online savers over to the new app and updated website, including 50,000-plus Lifetime ISA customers.

Although the app is officially launched today, it's exclusively available to a VIBee audience of those signed up to its waiting list.

Ben Osgood, Head of Beehive Money, commented: "We're delighted to be able to share the Beehive app with current members and our waiting list of savers wanting to open an account. We're always looking for ways to make saving with us as easy as possible so after analysing how people use their savings accounts and interact with us online, in conjunction with reviewing trends on how people will transact today and in the future - we decided an app was the best tool to help our online savers.

"Our ethos as a mutual is to do the right thing, and through our investment in the Beehive Money app we hope to bring this way of thinking to a younger audience and help them discover the benefits of the mutuality model - a financial services organisation with no shareholders or investors that is owned by its members. Or as we like to call it at Beehive – easy, ethical saving."

Another strand of the launch, as a nod to its namesake and the first step in its giving back journey, Beehive Money sponsored its very own, real-life beehives.

Ben Osgood went on to talk about why they decided to get involved in the preservation of bees: "At Beehive Money we're all about building a brighter future. Both by helping our members look after their money to build a brighter future for themselves and their family, and as an organisation - everything we do is with a brighter future in mind.

"We know that bees are not only essential to our ecosystem, but all our futures, so we wanted to support their preservation and invested in hives and the surrounding environment for 50,000 bees. We're starting small but are looking forward to sharing more ways we're helping build a brighter future as our app grows and develops."

To get an invite to Beehive Money, visit vibee.beehivemoney.co.uk and you will receive information on how to download the app. Later this year, Beehive Money will launch the Beehive Marketplace where customers can get access to in-app mortgage advice and be able to transfer their Lifetime ISAs from other providers.

ENDS

For further information please contact: Natalie Fox, Senior Communications Manager on 0115 956 4491 / natalie.fox@thenottingham.com

About The Nottingham

Founded in 1849, The Nottingham is a mutual building society owned by its members with a long and proud history of doing the right thing and helping communities prosper. Today, The Nottingham is a top ten building society operating online and via a network of 40-plus branches across nine UK counties. The society is well-known for providing a safe and secure place for people's savings and helping its members into their own homes. In addition to mortgage and saving products, it offers a variety of additional services through expert partners including whole-of-market mortgage advice provided by Mortgage Advice Bureau, estate agency and lettings provided by Belvoir Group and much more including funeral planning, financial advice, and home insurance. Its range of services, alongside its commitment to providing expert advice, support the society's purpose to help its members save, plan for, and protect their financial futures. Beehive Money is a trading name of Nottingham Building Society.

www.thenottingham.com