One Year On: L&G's Guided Retirement Planner helps turn engagement into action

In just 12 months since launch, roughly one in five members aged 55+ have already begun their Guided Retirement Planner journey, with the latest data[1] demonstrating a shift in how Defined Contribution ('DC') members prepare for retirement by turning engagement into action.

Launched ahead of the FCA's new targeted support framework, L&G's market-first Guided Retirement Planner ('the Planner') has been developed using member insight, data and behavioural science.

It uses technology to support DC members in a more personalised, dynamic way: responding in real time to what the user inputs. It also means its content is adapted to a member's individual needs and preferences, while helping to break down complex decisions into simple steps and offering personalised nudges based on behavioural segmentation. This 'behind the scenes' combination, alongside the holistic view of finances, is the driving force behind the high levels of engagement.

The data also provides a deeper understanding not just of how members save, but how they behave - unlocking insights clients can use to help drive real change.

Turning engagement into action

The Planner has significantly boosted retirement readiness amongst this group, with the provider reporting a 50% reduction in members facing shortfalls after adjusting their plans[2].

Of these members, two-thirds are now building their retirement plan. One in three have completed one, and one in five have taken tangible action: consolidating their pots, entering drawdown or buying an annuity.

Backed by scale

As the UK's largest DC provider, managing more than £200 billion in assets, L&G's scale allows for a continuous investment in technology and services designed to help clients deliver better outcomes for members by helping them plan for a sustainable retirement with more confidence.

The Planner is core to this strategy. It was recently expanded to reach younger DC members; currently, one third of members using the Planner are pre-retirement age (average age of 42) with the goal of helping them to plan earlier and make small, steady decisions to close future savings gaps. From amongst this group of pre-retirees, over half have started building their plan, and one in three have already completed their plan.

Paula Llewellyn, CEO, DC & Workplace Savings, L&G, comments: "The boundary between advice and guidance is evolving, and the introduction of targeted support next year is an important step in helping our members get the right support. For clients, the Planner provides an opportunity to enhance and personalise the

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[1]Data correct as of 30th November 2025. One in five of the eligible 517,387 DC members aged 55+ registered for the at-retirement Planner.
[2]Based on the number of at-retirement members completing their plan and assuming they take the suggested action.

support available to members. Our goal is to make guidance and advice work hand in hand by combining accessible digital tools that drive better and lasting engagement at scale, with deep behavioural insight.

"As an industry, we tend to focus on actions that are easy to measure. But we're aiming not just to track engagement, but to change behaviour and improve outcomes. The strong response we're seeing, including from those many years away from retirement, shows how combining technology with our lifetime savings expertise can turn awareness into meaningful action."

-ENDS-

Notes to editors

About L&G

Established in 1836, L&G is one of the UK's leading financial services groups and a major global investor, with £1.1 trillion in total assets under management (as at HY25) of which c. 43% (c. £0.5 trillion) is international. We have a highly synergistic business model, which continues to drive strong returns. We are a leading player in Institutional Retirement, in Retail Savings and Protection, and in Asset Management through both public and private markets. Across the Group, we are committed to responsible investing and dedicated to serving the long-term savings and investment needs of customers and society.

About our Retail business

L&G's Retail business is a leading provider of retirement and protection solutions. We aim to support our 12.4 million customers throughout their financial lifetimes.

We focus on helping the customers of today and tomorrow achieve better long-term outcomes. We use the latest technology to connect with them quickly, efficiently and wherever possible in highly personalised ways.

As at the first half of 2025, our workplace pension platform served 5.6 million members, with net flows of £4 billion. Retail annuity sales were £745 million and lifetime mortgage advances (including retirement interest only mortgages) were £104 million. Our retail protection gross premium income was £771 million.

About DC and Workplace Savings

DC & Workplace Savings bridges our Retail and Asset Management businesses. It exemplifies both our synergistic model and our commitment to our clients, savers and society, uniting our expertise in managing assets with our deep customer knowledge and ongoing member journey innovation.

It's currently looking after the retirement savings of 5.6 million pension scheme members, with over £180 billion in DC AUM and the sector's largest commercial Mastertrust. By serving nearly one in 10 automatically enrolled UK adults in tech-driven, highly personalised ways, it plays a vital role in supporting better long-term financial outcomes nationwide. With a target of £40-50bn of cumulative net flows into it by 2028, it's also a very important part of our broader long-term strategy.

Further information

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