

JUST.

NEWS RELEASE

Monday 15 August 2022



Just Group becomes first provider to utilise Comentis' innovative technology to identify vulnerable customers

- Just Group and its sister company, HUB Group, partner with Comentis to use their Financial Vulnerability Cognitive Assessment Engine to proactively identify and support vulnerable clients
- Support for vulnerable customers rising up the agenda as Financial Conduct Authority (FCA) issues new guidance in the face of a tightening cost-of-living crisis

Retirement specialist Just Group has become the first provider in the retirement income sector to partner with [Comentis](#), part of the Group's drive to identify and support customers with characteristics of vulnerability.

Already established within the advice community, Comentis' innovative digital cognitive assessment engine will help Just Group proactively identify 'at risk' customers through a clinically developed, online process. The assessment provides a report on the nature of any vulnerability, how this impacts the customer and how Just Group can better support the customer's needs.

Just Group's sister company, **HUB Group**, is also running a pilot with Comentis for its advisers in the lifetime mortgage market.

Vulnerability is high on the regulatory agenda with the FCA's 'Dear CEO' letter highlighting the importance of financial services firms having a strong vulnerable customer strategy in place to assist their customers¹.

It comes amid fears that firms will experience many more people suffering from characteristics of vulnerability due to the cost of living crisis.

Just Group continues to spearhead innovation around vulnerability in the later life sector. Its online training tool for financial professionals recently topped 13,000 registrations and the winners of its Vulnerability Customer Awards, honouring achievements in the area, will be announced in September.

Jenny Cadman, Head of Customer Experience at Just Group, said: "We are delighted to be the first provider in the retirement income market to make use of Comentis' innovative software to help our customers. Supporting people with characteristics of vulnerability is an integral part of our customer service and this cutting-edge software will allow us to spot people who may be unaware of their vulnerability or are concerned about sharing it. It provides us with a clinically tested tool that allows us to identify vulnerable customers and, equally importantly, how we can best support them."

Jonathan Barrett, Chief Executive and Co-Founder of Comentis, said: "Given the continued focus by the FCA on client circumstances within the new Consumer Duty guidance, firms will need to make sure they are adequately supporting their vulnerable clients. As such, we are delighted that Just and HUB Group will be utilising our tech-powered service to go the extra mile in supporting vulnerable customers."

"The FCA estimates that as many as one in two adults may be at risk of financial vulnerability and this is likely to worsen over the winter as the cost-of-living crisis worsens and the recession starts to bite. Identifying those who may be 'at risk' of poor outcomes is the very first and most important step

towards ensuring they gain a positive experience and end-result – we are looking forward to helping Just and HUB Group achieve this.”

Enquiries

Media

Stephen Lowe, Group Communications Director

Lucy Grubb, Head of Media & PR

Telephone: +44 (0) 1737 827 301
press.office@wearejust.co.uk

Temple Bar Advisory

Alex Child-Villiers
William Barker
Sam Livingstone

Telephone: +44 (0) 20 7183 1190

Notes to Editors:

About the research

1: FCA, Dear Chief Executive - The rising cost of living – acting now to support consumers:
<https://www.fca.org.uk/publication/correspondence/dear-ceo-letter-rising-cost-of-living-acting-now-support-consumers.pdf>

About Just

Just (Just Group plc) is a FTSE-listed specialist UK financial services company.

A leader in the individual retirement income, care and defined benefit de-risking markets, Just has been trusted to manage around £25 billion of customers’ retirement savings and has helped customers release more than £6 billion from their properties.

Just provides the following wide range of products, advice and professional services to individual customers, financial intermediaries, corporate clients and pension scheme trustees:

Marketed Products

- De-risking solutions for pension scheme trustees who want to remove the financial uncertainty of operating defined benefit pension schemes;
- Individually underwritten retirement income products delivering a guaranteed income for life;
- Long term care plans that provide those people moving into residential care with peace of mind by knowing a regular payment will be made to the care provider for the rest of their life;
- Lifetime mortgages for people who want to safely release some of the value from their home.

Professional services

- Regulated financial advice and guidance services for individuals wanting help in using their pension savings and/or releasing some of the value from their home; and
- A range of business services tailored for our corporate clients, ranging from consultancy and software development to fully outsourced customer service delivery and marketing services.

The companies within Just Group are authorised and regulated in the United Kingdom by the Financial Conduct Authority and / or the Prudential Regulation Authority.

About Comentis

[Comentis](#) is a clinical reg tech provider. Comentis was established in 2021 when its co-founders noticed a gap in the financial and legal services markets for digital tools to assess customer financial vulnerability and mental capacity. Its approach uniquely combines clinical and fintech expertise to deliver a SaaS Cognitive Assessment Engine which can identify at-risk customers across financial, legal and care sectors. Comentis aims to protect and support the vulnerable who would otherwise go unidentified or undetected. Its cost effective and inclusive technology is already being used by the advice community, but Just Group will be the first provider to utilise its technology.

For more information please visit: www.comentis.co.uk

For press enquiries please contact Tribe PR
Holly Pither
Holly@tribepr.co.uk
07961 088 878

Just Group plc is registered in England and Wales with company number 08568957. Its registered office is at Enterprise House, Bancroft Road, Reigate, Surrey, RH2 7RP. Just is a trading name used by Just Group plc and its group companies. For information about Just Group plc and its group companies visit www.justgroupplc.co.uk or www.wearejust.co.uk. Please contact us if you would like this document in an alternative format.



www.justgroupplc.co.uk



[@wearejust_pr](https://twitter.com/wearejust_pr)
