

The Oddfellows launches new family finance brand, Unity Mutual

The Oddfellows, one of the oldest and largest friendly societies in the UK has announced the launch of its new financial services brand, 'Unity Mutual' offering simple savings, investments and protection products to help families plan for their future.

Steve Code, Oddfellows Insurance Director, said: "We're thrilled to launch Unity Mutual as we think that it best represents our values in the marketplace as a non-profit organisation owned by our members. Our policyholders are at the heart of every decision we make which is what being a mutual is all about. This move will also enable our customers to make more informed choices about saving, investment and insurance opportunities."

The Oddfellows currently has 126 Branches and over 314,000 members nationwide. As a mutual and non-profit organisation it is run by members for members and has looked after the financial interests of its members to help them grow their investments since 1810.

After successfully acquiring other friendly societies such as the Schoolteachers Friendly Society and Druids Sheffield Friendly Society, the Oddfellows has grown its Long Term Insurance Business over the last 10 years to accumulate assets of over £254m, with over 260,000 policyholders. In addition to this, it has launched a number of new products and now offers a Junior ISA, Flexible ISA, Guaranteed Investment Bond, Tax-exempt Savings Plan and Sickness Income Plan.

The new financial brand is part of the Oddfellows which offers a wide range of social events across UK-based Branches in addition to member discounts and care and welfare support in times of need.

Steve Code added: "We believe that new customers will enjoy our different, not-for-profit approach that puts the customer first, as our current policyholders do. We're looking forward to introducing even more fantastic financial products that will truly make a difference in helping families build more financially secure futures."

For more information on savings and investments with Unity Mutual please visit:
www.unitymutual.co.uk or call **0161 214 4650**.

-Ends-

Notes to editors:

- Unity Mutual offers simple savings, investments and protection products to help families plan for the future. It is a not-for-profit, mutual organisation, which is owned by policyholders. We do not have any shareholders.
- Unity Mutual is part of the [Oddfellows](#) which is one of the largest and oldest friendly societies in the UK, with 314,000 members across 126 Branches nationwide.
- For press enquiries please contact Melissa Jones, Senior Marketing and Communications Officer via email: melissa.jones@unitymutual.co.uk or telephone: 0161 214 4620.
- Image choices below.



Tel: 0161 214 4650 Email: insure@unitymutual.co.uk Web: www.unitymutual.co.uk

Unity Mutual is a trading name of The Independent Order of Odd Fellows Manchester Unity Friendly Society Limited, Incorporated and registered in England and Wales No. 223F. Registered Office Oddfellows House, 184-186 Deansgate, Manchester M3 3WB. Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority, registration No. 109995



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