



# Sourcing 2025 Wrapped

A year of innovation,  
collaboration and growth.



# A word from Jacqui



“2025 has been a year of innovation, collaboration and growth. Together, we set new records, built smarter tech and helped secure more people’s futures than ever before.

As we look back, let’s celebrate some of the milestones - moments where we pushed boundaries, delivered meaningful impact and proved what’s possible. Here’s to everything we accomplished with your support - and to the momentum we’re carrying into the year ahead”

Jacqui Durbin

Head of Product, Sourcing

# Protection

A record-breaking year



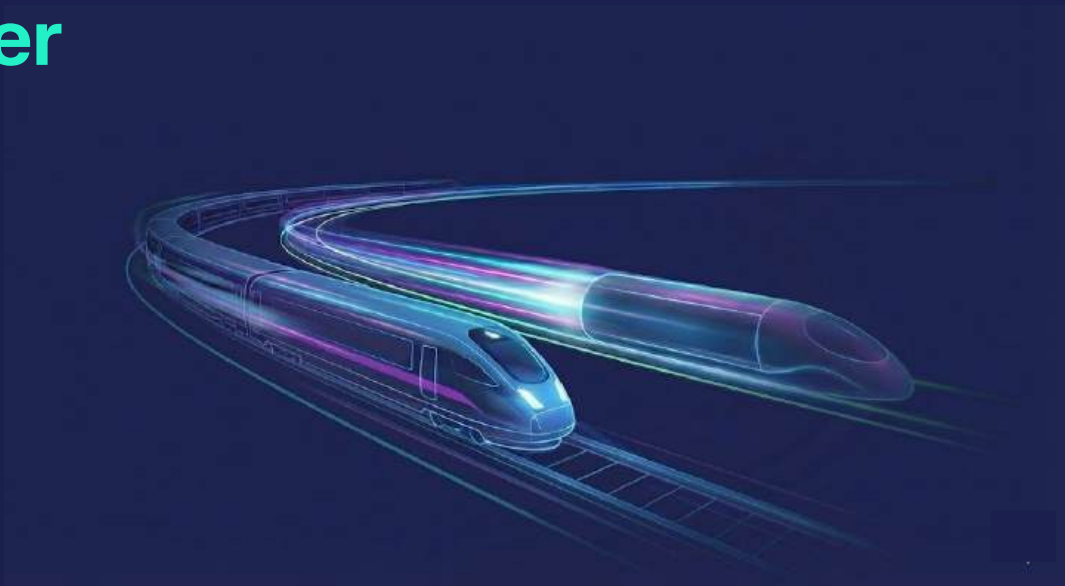
## The market moved fast. We moved faster

2 new providers on board

900+ product options available

60 new products added

1,100+ product updates processed instantly





## Advisers needed information

Over 10.5 million comparison  
requests processed

That's one quote every 3 seconds

**We went to the ends of  
the earth to find answers**

Powering over  
**117 million** quote  
responses

If each was a single step, we went around the world  
**2.5 times**





## Protecting the population

Covering enough people to  
fill **8 Wembley Stadiums**

Based on individual benefits sold through The Exchange

## Creating a financial masterpiece

With a total Annual Premium Equivalent (APe) of **+£430.8 million**

That's enough to buy 2.5 Klimts (or 2.5 million Klimt posters!)







## 2025 set a new standard

The highest number of  
protection applications in a  
decade

Monday 6 November was our busiest day

## We listened to the market

'Value' became visible with our **CIExpert** integration

We ended the 'forever penalty' with granular **Ex-Smoker** pricing



# Annuities

The flight to certainty

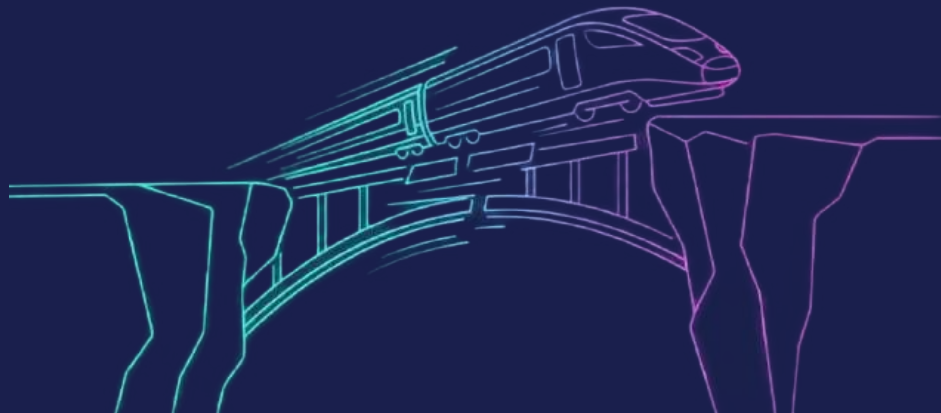




## Bridging the gap between browsing and buying

We launched electronic, real-time applications with  
3 providers

We also welcomed a [new provider](#) and supported  
[expanded product coverage](#) for existing providers





## A world of choice

Over 1.8 million comparison requests processed

That's one for every known species on the planet (and them some)

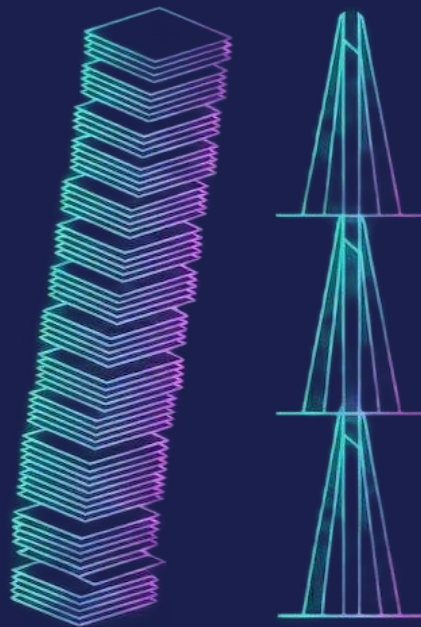
And almost 13% more than in 2024

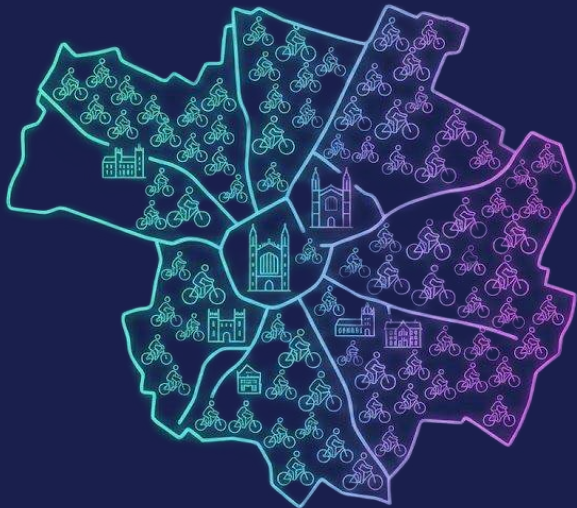


## Towering over the market

We powered over  
**9.6 million** quote  
responses

If printed, that stack would be **3x taller** than The Shard





## Securing a city

Over 122,000 KFI's  
generated

Enough to cover the population of Cambridge

# Equity Release

Completing the retirement picture





## Visualising the right solution

We enhanced our solution to model the **full** financial picture

We supported providers with **new** and **innovative** products reflecting changes in client needs, including products rewarding interest payments

We brought clarity to **payment terms**, **incentivised** payments and **drawdown** options





## Completing the picture

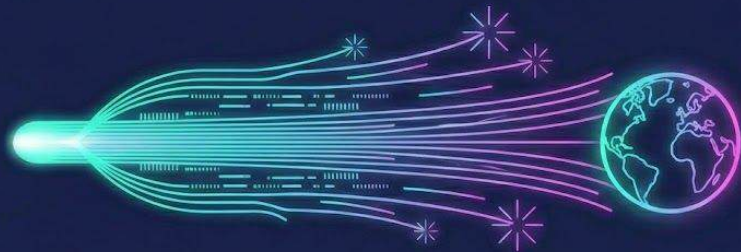
70,000 comparison requests  
processed

Helping thousands of advisers bridge the gap between  
pensions and property

## Speed of light sourcing

We powered 11.3 million  
quote responses

More than the number of miles light travels per minute





## Lifetime achievement

Over 7,500 KFI's generated

Helping advisers meet the needs of 20 homeowners every single day of the year

# Mortgages

Clarity in a complex market



## Supercharging advice

We introduced the new 'browse' feature, helping advisers find products in **record time**

The **expanded** Lender Connect solution continued to help advisers submit DIPs and full applications in **minutes**





## Lenders didn't stop, and neither did we

+2,400 product launches processed, checked and live

Across 108 Lenders; from the high street giants to the specialist niche

# Mortgages

## Mortgages at scale

Over 7.9 million  
comparison requests  
generated

And almost 540,000 client illustrations (ESIS). Phew.





# Mortgages

## Powering the nation's mortgages

66 million mortgage quotes via our web services

The equivalent of one for every person in Britain



# Mortgages



Over 16,800 decision in principle direct lender applications generated

Zero friction. Zero re-keying

# Connecting the market

Collaboration and conversation



# Connecting the market



## A bigger, busier community

+10% Protection firms

+40% Annuity users

+20% Total users overall





## Leading the conversation

We hosted **three** forums

Bringing together **hundreds** of guests and partners at locations across the UK

# Connecting the market

And delivered Industry  
Voice to 30,000+ readers

100+ expert insights from five headline editions





## Profile of an IP Customer in association with the IPTF returned in September

Based on 50,000+ applications, it's the industry's definitive guide to the future of IP

## A word from Warren



“2025 has been a fantastic year across protection, retirement and mortgages and I have been proud to work with such fantastic clients to help drive each proposition forward.

Our continued growth provides a positive momentum for 2026 and beyond”

Warren O'Connell

Head of Business Development, Sourcing



## A word from Jen



“As we wrap up another year, my second as MD for Sourcing, I want to thank you for your loyalty and partnership. I’ve truly enjoyed getting to know your businesses, understanding your strategic direction and ensuring we stay aligned with your goals. Your openness and input into our roadmap have been invaluable - we couldn’t do this without you”

Jennifer Rafferty

Managing Director, Sourcing

# Contributors



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Thank you from  
all of us

See you in 2026

