

For immediate release

Landbay positions itself as the smarter choice for investors

London, 13th October 2015 –

Landbay, the peer-to-peer lending platform for buy-to-let mortgages, today announces the release of its new website and a new look for the brand.

The newly released branding and website focus on Landbay's core business principles of transparency, responsibility and intelligence. Customers are now made more aware of the extensive and in-depth information provided on the site to help them make better decisions and a fresh, simple aesthetic helps to guide them through the user journey.

The Landbay Team worked closely with creative agency The Minimart in putting together the new branding. Tim Clyde, CEO of The Minimart said, *"In an increasingly cluttered financial services market, Landbay is an exciting new business model. The visual messaging we have created together reflects their innovative and fresh approach to investment"*.

Landbay launched onto London's fintech scene in 2014 and is one of the fastest growing peer-to-peer platforms today* after a string of achievements for the business.

As the peer-to-peer sector gradually continues to build public awareness, Landbay's focus on providing easy access to comprehensive data and information continues to be a key differentiator. Landbay was the first P2P platform to fully publish its loan book to the public, and last month the platform published the impressive results of independent stress testing, undertaken to Bank of England standards. Landbay also launched its highly granular Rental Index last month to help consumers better understand the buy-to-let market in which it operates.

Peer-to-peer lending is ultimately about giving the consumer more power to get a better deal, so Landbay's aim is to equip customers with the information they need to understand to make better decisions regarding their money.

Gray Stern, Co-Founder and CCO of Landbay said, *"Landbay's new branding is more than just a refreshed visual identity. Our new site focuses on retail investment and provides us with the tools and visuals we need to continuously optimise our customer-facing brand. Our mission has always been to democratise mortgage lending and we will continue to do just that."*

So far, the platform has concentrated on building strong foundations for the business's growth. Notably, Landbay secured the UK's largest ever annual institutional funding line earlier this year and last month announced the hire of senior mortgage professional Paul Clampin. Having proven its

concept via milestones like these, Landbay is strengthening its retail brand in another step towards opening up the lucrative mortgage market to the retail investor.

Louise Pegg, Head of Marketing at Landbay, said, *“Our new branding is indicative of our transformation from a promising startup to the established peer-to-peer player we are today. We wanted to bring a better user experience to the site with an intuitive navigation and easier access to information that ultimately helps our lenders make more informed investment decisions.”*

* Altfi Data, October 2015

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Notes for Editors

About Landbay

Landbay is a peer-to-peer lending option for the UK’s investors, providing the opportunity to lend directly to a diversified portfolio of borrowers with buy-to-let mortgages.

This allows eligible mortgage applicants the chance to access competitive rates of borrowing, and for investors, a range of reliable fixed-income, fixed-term investments – by radically cutting the spread between these rates that would have been taken as profit by traditional lenders.

Landbay is authorised and regulated by the FCA, but peer-to-peer lending is not covered by the FSCS. Investors’ capital is at risk.

Landbay is based in London (UK) and more information can be found at www.Landbay.co.uk

Media enquiries –

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