



Protection Guru Wins InsurTech of the Year at the Europe Fintech Awards

London, 26th June 2023: Protection Guru secured two awards Thursday night at the Europe Fintech Awards, for best Insurtech company of the year and for Trainee of the year.

At the awards ceremony hosted at London's prestigious Hurlingham Club, Protection Guru beat four finalists in the InsureTech category, namely BIMA MILVIK, FintechOS, Imaginera and Vitesse PSP.

The win recognises the Protection Guru's contribution to the industry and protecting consumers, by creating the most granular analysis of UK life insurance products available to advisers to allow better decision-making, based on quality and price. This means advisers can act in line with the FCA's new Consumer Duty requirements under which an adviser must provide an analysis of value (i.e. including cost and quality) in all life insurance recommendations from 31st July 2023.

Protection Guru Pro is the only UK life insurance comparison service that provides a comprehensive assessment of quality and price to demonstrate value for life insurance, critical illness, and income protection contracts, and includes the ability to identify the best value product within a client's personal budget.

Commenting on the award, Ian McKenna said at the event: "It is a tremendous honour to win a European Award as Best InsurTech and is a testament to the hard work and dedication of the whole Protection Guru team. I am also delighted for Jessis in winning the best trainee award. Our system means advisers can put together recommendation to the new significantly higher FCA standard in minutes rather than have to add on hours of extra manual product research. This is already leading to demonstrably better consumer outcome"

The annual awards organised by Fintech Intel, a global fintech and financial services innovation news publication, and judged by an independent panel of three judges, select leading Fintech companies for best performance in 21 different categories including:

- Startup of the year
- RegTech of the year
- Pensions tech provider of the year
- Innovator of the year
- Fintech of the year
- InsurTech of the year

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ProtectionGuruPro.co.uk is a unique award-winning protection comparison tool for advisers, providing detailed analysis and comparisons of plans across the life, critical illness, and income protection markets. Designed to simplify the process of protection product recommendations, it helps advisers make quality-based recommendations - not solely focused on price - to ensure better consumer outcomes. By combining these

measurements, advisers can filter the vast number and variations of protection products, and only compare the needs of their clients.

[ProtectionGuru.co.uk](https://www.protectionguru.co.uk) is a multi-award-winning technical information service for financial advisers, and part of the Financial Technology Research Centre. It produces unparalleled levels of analysis on quality of life insurance, income protection and critical illness products and software that enable advisers to identify which products actually represent best value for money for their clients based on their own personal circumstances. Launched three years ago Adam Higgs and Ian McKenna have been awarded the Industry Leader of the year award for 2021 and 2022 respectively for their work on Protection Guru.

[The Financial Technology Research Centre](#) was established in 1995, long before FinTech became part of the Lexicon. The firm launch as a boutique consultancy focusing on the potential for technology to improve financial advice and related services and still addresses areas. In recent years the firm has established a number of additional business unit that provide additional services. They also regularly support due diligence on mergers and acquisitions in relevant markets.