



YO L T

Press Pack

2020 edition

Our mission

Yolt is on a mission to give everyone the power to be smart with their money.



What is the Yolt app?

Yolt is the smart money app that helps you get into the habit of saving.

Launched in January 2016, Yolt has grown rapidly in four short years with 1.5 million registered users across the UK, Italy and France.

In 2020, Yolt underwent a major update, building upon its mission to give everyone the power to be smart with their money. Along with smart spending features, like account aggregation and budgeting, the Yolt app now offers a suite of features designed to help users build positive financial habits and save money.

This latest version of the app comes with a digital prepaid account for daily spending and a Money Jar for saving. Together, they help users save easily, everyday. Users can save while they spend with auto-enabled round ups whenever they spend on their Yolt Card; participate in weekly saving challenges; and sharpen their saving skills with Yolt's Habit builders, timely nudges that help them set aside savings. The Yolt app automatically moves all of those savings to their Money Jar.

The app also offers personalised saving tips based on their financial routines; the in-app marketplace and trusted partners mean users can switch and save on household bills, find competitive insurance products, invest and save their hard-earned money and even earn cashback rewards via their favourites retailers.

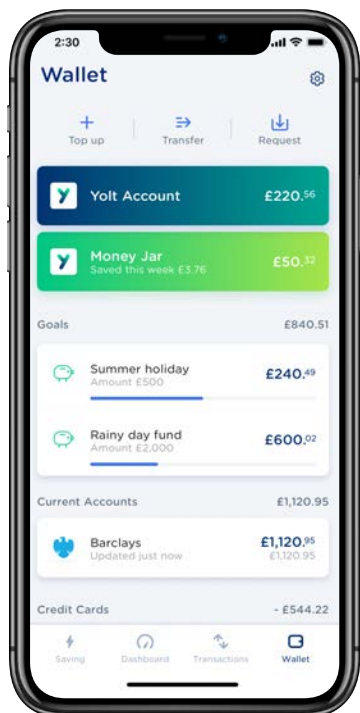
Available in the UK, Italy and France, the app maintains a 4* rating in the app stores.

To read more about our journey visit: yolt.com

Where to find us:



The Yolt App



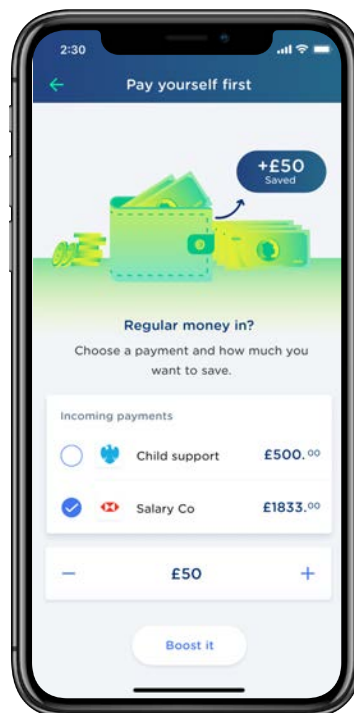
The Yolt Account and Card

The Yolt Account is a digital prepaid account that helps users spend smart and save easily, every day. It lives in the Yolt App and automatically sets aside round ups on every purchase made with the Yolt Card. It sits in the Wallet Tab, alongside the Money Jar, so users can see exactly what they've spent and exactly what they've saved.



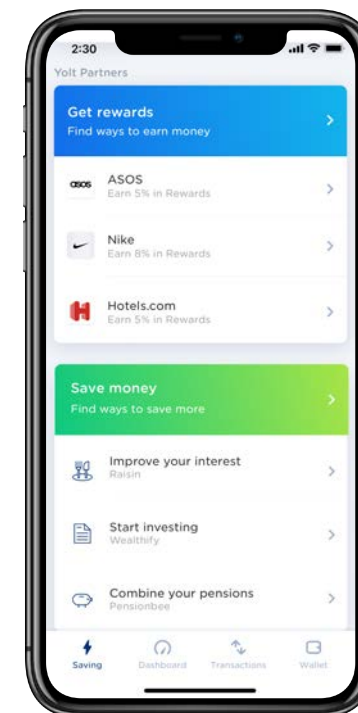
Money Jar/Savings Booster

The Money Jar is where round ups, cashback and other savings get stashed away automatically, separate from spending money. Users can switch on Jar Boosters, like The Cashback Collector or The Set Saver to automate their savings further, or join a weekly Money Jar Challenge to help them save at least £416 per year.*



Dashboard

One of the app's core legacy features, the Yolt Dashboard brings open banking to life, helping users track their finances across all of their connected accounts, including their Yolt Account. Handy charts, insights and other smart tools, like budgets and payday tracking, make spending smart and reaching goals all that much easier.



Partners

Yolt users can spend smart and save more with access to cashback rewards on exciting offers from brands such as ASOS, Nike and Habitat in Yolt.

They can also grow their money through a suite of saving and investing partners, including Raisin's Savings Marketplace, Wealthify's range of investment options and Pensionbee's pension plans.

*Yolt users who complete the default £8/week Money Jar Challenge save £416 over the course of the year.

Finextra

Yolt goes into beta for new iteration in light of pandemic

04 August 2020



MailOnline

Eating Out IS Helping Out! Town centre shoppers surged by 25% after 6pm in first days of August compared to last week of July as thousands dined out on Rishi Sunak's meal deal scheme

Finextra

MoneySuperMarket to offer energy price comparison in Yolt



Coronavirus: Eat Out to Help Out sees 10.5 million discounts claimed in first week



Save money with Martin Lewis' direct debit challenge



Shock proof your finances: A jobs bloodbath, pensions and savings rates slashed... but don't despair, here's how to fight back against recession

- Now we are officially in the deepest recession the UK has ever known
- More than 9m people have been furloughed and job losses have hit 730,000

GLAMOUR

MONEY MATTERS
A third of millennials have saved over £500 in lockdown. An expert tells us exactly what we should do with that extra cash...



Top money saving apps everyone should have

These are must-have apps if you're looking to save money, avoid overdrafts and always get the best deals.

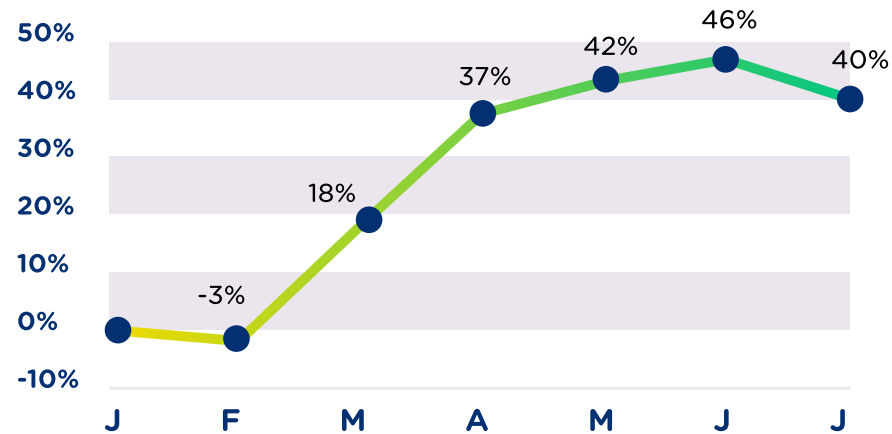
Sharing our insights

With over 1.5 million registered users, Yolt uses aggregated anonymous data and trends across a whole host of spending categories to inform our product, tell powerful and educational stories, and deliver on our mission to give everyone the power to be smart with their money.

The size of our user base means that Yolt can provide this insight with substantial sample sizes (a minimum of 50,000 UK users depending on the data set)

Saving

On average, Yolt users saved over **40%** more every month in May, June and July, than they did at the start of the year but this did start to fall in July.



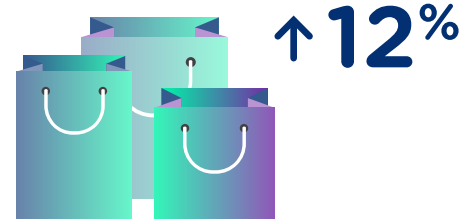
Percentage change in the average amount placed in savings by Yolt users per month compared to January 2020 (baseline at 0%).



↑ **50%**

Takeaways

The upwards trend in people favouring takeaways continued throughout lockdown with **Monday** being surprisingly the most popular day of the week by far for Yolt users to order their favourite takeout! The amount of times Yolt users ordered food deliveries jumped by over **50%** for Deliveroo and JustEat in May compared with February.



↑ **12%**

Spending

August saw a **12%** increase in Yolt users' daily spending, when compared to February before the pandemic was declared. Many retailers including Primark and H&M also saw upticks in spending of up to **32%** compared to August 2019.



↑ **14%**

Eating out/Eat Out to Help Out:

Following the first week of the Eat Out to Help Out scheme, Yolt revealed new user data which found that in the first few days of the scheme eating out transactions rose by **14%** when compared to the same period the week previously (Monday 27 - Wednesday 29 July).

Get in touch for any data requests.

Testimonials



Amie, London

Amie felt anxious about money. She felt like she didn't have enough (or know enough about) money, and finance fears kept her up at night.

Yolt's smart tools helped Amie regain her money confidence, it helped her view her money on the go, track her spending and see where she's being charged excesses.

[Watch Amy's Video](#)



Neil, Nottingham

Neil thinks using Yolt to get on top of your money is as easy as checking social media in the morning.

Neil describes using Yolt as "Saving without trying", which helped him set aside over £100 a month. That's more money for his goals, like trying something new every month .

Neil reckons Yolt's perfect for everyone, no matter what you're saving for. If you're planning a wedding, need a new car, or dreaming of travelling the world, he thinks Yolt could help you save.

[Watch Neil's Video](#)

Media spokespeople



Pauline van Brakel, Chief Product Officer

As the Chief Product Officer at Yolt, Pauline is one of the four founders that brought life to Yolt – defining the concept, bringing it to market and fostering a community of engaged Fintech enthusiasts along the way.

Pauline is now responsible for the development of the Yolt app and oversees the following key teams: marketing, customer care, data, product concept & design and product delivery putting her front and centre of any new developments within the app.



Nicolas Weng Kan, Chief Executive

Nicolas Weng Kan is the CEO of Yolt, overseeing the strategic direction of both Yolt – and Yolt Technology Services, the first open banking provider to build API connections with all of the UK's CMA-9 three years ago and having now made over 1 billion API calls to date.

Prior to joining Yolt, Nicolas held senior roles such as the CEO of Google Compare, CEO of Confused.com and the Head of Operations for leading UK insurer, Admiral. Nic is a true champion of product innovation and digital excellence, that produces real value to consumers and businesses.

Get in touch if you'd like to speak to someone at Yolt: press@yolt.com



YOLT

Unthink Money



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