

Just Group Plc leads £3m investment round in 55/Redefined

- A £3m equity investment led by FTSE 250 financial services group, Just Group Plc, takes the total funds raised by three-year old scale-up 55/Redefined to £6.3m
- 55/Redefined enables companies to address the global megatrend of aging population and unlock value in their over 50s workforce
- The investment will enable the development and global roll-out of midlife career transition platform, Me/Redefined
- New Board Appointments: David Cooper, Just Group and Adam Hawkins, LinkedIn

London, UK – 9 September 2024: 55/Redefined Ltd (“55/Redefined” or “the Company”), the global platform for companies to engage over-50s, has announced today a £3m investment by FTSE250 financial services group, Just Group Plc (“Just Group”). The investment by Just Group takes the total funds raised by 55/Redefined to £6.3m.

The funds will enable the global roll-out of 55/Redefined’s mid-life coaching and age insights platform, Me/Redefined. Using data and insights, Me/Redefined enables global companies to predict, influence, and leverage their over-50s workforce. The Company’s current clients include Barclays, Diageo, Amazon, AXA and Canada Life.

The growing demand for 55/Redefined services comes at a time when people aged 50 and over account for about 28%^[1] of the G20 population – an increase of 8% since 2000. This is predicted to increase to about 35% by 2035. In developed countries, like the UK, nearly 50% of the workforce will be aged over 50 by 2030^[2]. Despite the predicted increases in this demographic and the thirty healthy years that have been added to life expectancy in the past century, over 50s are still retiring too young, leaving a \$400tn^[3] global retirement savings gap.

The investment into 55/Redefined also bolsters Just Group’s purpose to help people achieve a better later life. It has more than 650,000 customers and has been trusted to safely look after over £25bn of their pension savings.

Further securing its commitment to the Company, David Cooper, Group Marketing & Distribution Director at Just Group and Chief Executive Officer of HUB Group will join the 55/Redefined board, alongside Adam Hawkins, LinkedIn EMEA & LATAM’s Head of Sales, Search & Staffing and Talent Solutions to help with the global expansion of the Company.

Me/Redefined will be another addition to the products offered by 55/Redefined which was launched to market in 2021 by Lyndsey Simpson, Founder and CEO to champion the over 50s. The Group enables businesses to attract, grow and engage over 50s talent and consumers across three main pillars:

- Work/Redefined: an entirely business to business focused on providing business solutions targeted to over 50s employees and consumers
- Jobs/Redefined: an over 50s Job board with career support and advice
- Life/Redefined: a free over 50s membership platform which offers inspiration and ideas across all aspects of lifestyle from careers to holidays.

Lyndsey Simpson, Founder and CEO of 55/Redefined, said:

“Just Group recognises the need to react fast to the global megatrend of a shrinking workforce and ageing population. Me/Redefined was developed in partnership with some of the world’s largest corporates to solve for their age-related workforce need around skills, data and legally compliant but supportive off-boarding. Just Group’s investment in our company enables us to combine our insight of over 50s consumers to better serve them and the companies looking to engage with them.”

David Cooper, Group Marketing & Distribution Director at Just Group and Chief Executive Officer of HUB Group, said:

“At Just Group, we help people achieve a better later life. This is our purpose and why we exist. Our outcomes, and those of 55/Redefined group are aligned which made our decision to invest compelling. I’m excited to be joining the Board to help Lyndsey and the team with their future growth. I’m also looking forward to exploring the opportunities for collaboration so that we can make a positive impact on the millions of talented people who will benefit from these innovative services.”

Adam Hawkins, Head of Search & Staffing, EMEA & LATAM at LinkedIn, said:

“Conversations around age inclusion are gaining momentum – and it has been great to see a growing recognition of the value that experience, and wisdom, bring to the workplace. On LinkedIn alone, we’ve seen an 8x increase in engagement on posts about age diversity. I’m looking forward to partnering with 55/Redefined as a Board Advisor to further break down barriers and create opportunities for professionals at every stage of their careers.”

[1] [ILC Global Longevity Dividend](#)

[2] [Legal & General Working Late: Over 50s and employment](#)

[3] [Barclays Financing Longer Lives](#)

ENDS

INTERVIEWS AVAILABLE

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Lyndsey Simpson, Founder and CEO, 55/Redefined



ABOUT 55/REDEFINED

55/Redefined group encompasses three businesses focussed on the 50+ demographic – Work/Redefined – the B2B Enterprise Solutions business, Life/Redefined – the D2C Consumer Platform and Jobs/Redefined – a Job Board Marketplace for Hirers and Candidates.

<https://55redefined.co>

Work/Redefined enables businesses to Attract, Grow & Engage over-50s workers and consumers. Providing a range of digital solutions, data and strategy, including Age Inclusive Accreditation and Age Data Benchmarking & Diagnostics to enable organisations to become the employer & provider of choice for the over-50s. <https://work-redefined.co>

Me/Redefined is the newest product to be launched by Work/Redefined as the world's first fully programmatic, immersive, career & life coaching platform, supporting the specific needs of midlife workforces, whilst enabling all ages in work to understand longevity, age inclusion and better navigate working in multi-generational teams. <https://me-redefined.co>

Life/Redefined is a free to join lifestyle membership platform for today's young-minded, fun-loving generation who just happen to be over 50, full of inspiring stories and expert opinions on topics from career advice to travel, fitness and financial planning. <https://life-redefined.co>

Jobs/Redefined is a job board, specifically for candidates who are 50+, where the best age-inclusive employers and appropriate vacancies are showcased. Career support and training are also available. <https://jobs-redefined.co>

FOR MORE INFORMATION:

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ABOUT JUST GROUP

Just (Just Group plc) is a FTSE-listed specialist UK financial services company.

A leader in the individual retirement income, care and defined benefit de-risking markets, Just has been trusted to manage more than £25 billion of customers' retirement savings and has helped customers release over £6.8 billion from their properties.

Just provides a wide range of products, advice and professional services to individual customers, financial intermediaries, corporate clients and pension scheme trustees.

<https://www.justgroupplc.co.uk/>

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