

PRESS RELEASE



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HALIFAX MAKES MONEY MANAGEMENT EVEN EASIER WITH 'BALANCE EXTRA'

Online feature will give customers greater insight into available funds

Halifax is further enhancing the services its current account customers receive with the launch of 'Balance Extra', an online banking feature which provides a simple view of the amount of money customers actually have available to them before their next pay day.

By automatically deducting forecasted debits, such as Standing Orders and Direct Debits alongside pending transactions, customers are given greater insight into their personal cash flow, enabling them to manage their money more accurately without having to manually work out the total amount of money leaving their account.

Initially, qualifyingⁱ Halifax Ultimate Reward Current Account and Reward Current Account customers will be given the opportunity to benefit from 'Balance Extra' when they log into online banking over the coming weeks.

Nick Williams, Consumer Digital Director at Halifax, says: "We're continually looking at simple ways in which we can improve the value and convenience for our customers when they choose to manage their money online. Balance Extra provides a unique dimension that will make a real difference for customers when managing their money, allowing them to see a forward looking account balance in a really simple and straightforward way will support better informed spending decisions.

"The convenience of having access to see how much money you really have available to spend will help customers avoid financial strain later in the month."

Ends

Notes to Editors

ⁱ In order to benefit from Balance Extra customers will need to meet certain criteria to make sure the feature is accurate. Criteria include holding a sole account and having a salary credited directly into the account to ensure the payday-to-payday calculation is relevant.

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