

Our Family of Brands

Phoenix Group

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The SunLife logo features the word "SunLife" in a bold, dark blue, sans-serif font. A bright yellow circle is positioned above the letter "i" in "Life".

SunLife

Part of Phoenix Group

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About us

We're Phoenix Group

The UK's largest long-term savings and retirement business.

With approximately £270 billion of assets under administration, we offer our c.12 million customers a range of products through our trusted pensions, savings and life insurance brands.

It's our mission to help everyone achieve the retirement they want and stay with them for the whole journey.

We know a thing or two about longevity

Here at Phoenix Group our roots go back to 1782.

We've grown through a series of mergers and acquisitions of long-established companies, most of which were closing to new customers. We welcome these customers into our business, continue providing them with their product benefits and work to deliver the best outcomes for them. This is what we're known for.

In recent years, we've also acquired several major brands such as Standard Life and SunLife, through which we're growing our customers and transforming our business.

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Standard Life

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SunLife

Part of Phoenix Group

SunLife

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Phoenix Life

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Phoenix Wealth

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Phoenix Corporate Investment Services

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We're where you need us, when you need us

You might know us better through our strong family of brands.

Our scale uniquely helps us to understand everyone has different needs and dreams for the future.

The broad range of pensions and long-term savings products we offer means we can support our customers across all stages of their savings journey.

[Meet Our Brands](#)



We believe in better, longer lives

Our purpose is to help people secure a life of possibilities; from our customers, colleagues and investors, to wider society.

This means helping people engage with their financial futures, understanding that the journey to and through retirement is as unique as the person making it. It means providing specialist products and services through our consumer brands. And using our unique presence and voice to speak up on behalf of our customers.

It's also about taking steps now so we can all enjoy a healthy, secure planet in later life. We are on our journey to becoming a net zero organisation by 2050, looking to maximise the opportunities of sustainable investments while maintaining strong financial returns. And we're collaborating with government, industry and NGOs to unlock sustainable investment at scale.

Together, we're delivering better, longer lives for all.

[Our Impact](#)

It takes great people to make great things happen



Meet our team

We recognise that our people are at the core of our success.

We hire people who are passionate about delivering our purpose and we empower them to do so. We're here to offer the guidance, support and freedom to allow us to grow and succeed together.

[Our Team](#)



We're a place you belong

We're growing a more diverse workplace. A workplace that values our differences and provides the supportive environment where everyone can bring their whole selves to work. We're creating a more diverse, equitable and inclusive Phoenix Group – where everyone feels they belong.

Diversity, Equity & Inclusion

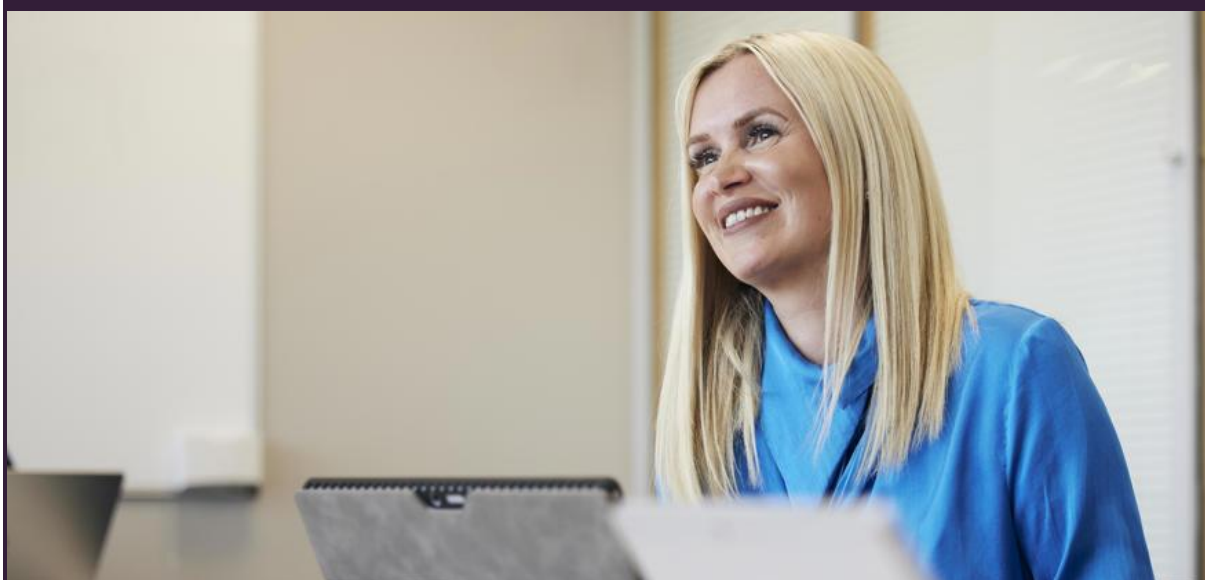
Discover more





Our history

Since our origins in 1782, we've built the UK's largest long-term savings and retirement business.



Investors

We're a successful and growing FTSE100 organisation trusted by analysts and investors.

Careers

It takes great people to make great things happen.

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