

3 November 2020

Coventry Building Society launches new Poppy accounts for the 12th year in support of The Royal British Legion

- The Poppy Bond (154) and Poppy Fixed ISA (3) both pay 0.85%.
- £18.5 million has been raised for Royal British Legion from Poppy affinity accounts
- Coventry Building Society marks 12th year supporting the charity

Coventry Building Society has launched two savings accounts on 3 November in support of The Royal British Legion for savers looking to make a difference.

The new 3-year Poppy Fixed ISA (3) and Poppy Bond (154) will both pay savers a competitive rate of 0.85% and Coventry Building Society will make a donation equivalent to 0.15% of the total balances invested as at 31 December 2020, to The Royal British Legion.

Savers opening Poppy affinity savings accounts has resulted in Coventry Building Society donating nearly £18.5 million to the charity since 2008. The more savers put into these accounts, the more the Society donates to The Royal British Legion.

The Poppy Fixed ISA (3) will accept current and previous years' ISA savings. And for savers who already have their ISAs sorted, Poppy Bond (154) can hold up to £250,000 of their savings. Accounts can be opened by calling our Customer Service Centre on 0800 121 8899, by visiting our website: www.coventrybuildingsociety.co.uk/poppy, by post or in branch with just £1.

Daniel McDonald, Senior Savings Manager at Coventry Building Society, said: "Every poppy counts more than ever this year and Poppy account savers will be supporting such a worthwhile cause which provides life-long support to those in the Armed Forces community. For savers wanting to get a good return for their money and also make a difference the Poppy accounts are a fantastic option."

Over the course of its 12 year partnership with The Royal British Legion, Coventry Building Society has also given over £300,000 to the charity through its fundraising efforts and staff have spent nearly 4,000 hours volunteering.

Claire Rowcliffe, Director of Fundraising at The Royal British Legion, said: “As we prepare for Poppy Appeal in a year like no other, we are very grateful to Coventry Building Society for our longstanding partnership which is now in its 12th year. The 2020 Poppy Appeal has had to adapt to the threat of Covid-19 and we’re delighted that people will be able to get their poppies from Coventry Building Society branches. We really appreciate the continued support of the many dedicated staff, volunteers and customers. Through products like the Poppy Bond and the the Society’s fundraising efforts throughout the year, we can continue to support the Armed Forces Community and show that every poppy counts, as we continue to make a real difference to people’s lives, when they need it most, thank you.”

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Notes for Editors

Poppy Fixed ISA (3) 30.11.2023

- Annual interest fixed at 0.85% tax-free p.a./AER
- Interest is paid annually on 30th November each year
- Statement-based version only
- No partial withdrawals permitted. Closure is subject to a charge equal to 180 days’ interest
- Can pay in current tax year subscriptions in full and previous tax year subscriptions in part or in full
- Deposits cannot be made into this account in future tax years
- The account can be opened and operated over the telephone, online, by post or in a branch
- Coventry Building Society will give a charitable donation to The Royal British Legion (Registered Charity no. 219279) equal to 0.15% of the total balances invested in Poppy Fixed ISA (3) 30.11.2023 as at the end of business on 31 December 2020. The Royal British Legion will donate a percentage of the donation value to

Poppyscotland (Scottish Charity No. SC014096), to reflect the percentage of all Society 'Poppy' accounts held by customers with a Scottish address.

Poppy Bond (154) 31.12.2023

- Annual and monthly interest fixed at 0.85% AER/Gross p.a.
- Interest is paid annually on 31st December each year or monthly at the end of the last day of each month
- Statement-based version only
- No partial withdrawals or closure permitted before maturity
- The account can be opened over the telephone, online, by post or in a branch
- The account can be operated over the telephone, online or by post
- Coventry Building Society will give a charitable donation to The Royal British Legion (Registered Charity no. 219279) equal to 0.15% of the total balances invested in Poppy Bond (154) 31.12.2023 as at the end of business on 31 December 2020. The Royal British Legion will donate a percentage of the donation value to Poppyscotland (Scottish Charity No. SC014096), to reflect the percentage of all Society 'Poppy' accounts held by customers with a Scottish address.

Coventry Building Society

Coventry Building Society is the UK's second largest building society and a top ten UK savings and mortgage provider, with total assets of £49.5 billion and over two million members.

Its savings rates are amongst the highest in the market – the average savings rate paid to its members in 2019 was 1.49% compared to a market average of 0.84%. The Society is proud to have been independently rated number one for savings by Fairer Finance since Autumn 2016.

Coventry Building Society is committed to making financial services simple and open for its members. Its website allows savers to compare the Coventry's savings accounts with similar products across the whole of the market.