

**Jelf Group plc**  
**Press release August 08**

**New 3-year lease-rental agreement from Jelf Group makes flexible benefits affordable for first time**

- Jelf's myreward lease paves the way for more companies to use online flex and total reward statements to attract and retain staff
- This first-of-its-kind product takes away typical large upfront costs helping HR and finance directors to achieve their individual organisational goals

A new financing arrangement called myreward lease from The Jelf Group is helping organisations implement online flexible benefits affordably for the first time. The Group has used its expertise to create lease-rental agreements so customers can pay for their flex programme over a 3-year period. The agreement makes flexible benefits more affordable and feasible for both HR and finance directors.

Andrew Woolnough, benefits distribution manager of Jelf myreward, explains, "We are making flex sensible and affordable not only to the HR team, but also to the financial decision maker. It's this sort of joined up thinking that helps an organisation deliver a successful HR benefits strategy fully in tune with the needs of the finance director.

"As standard practice, we perform audits with our new customers to see where costs can be saved – it could be in group risk, pensions or health insurance schemes. We then quantify whether salary sacrifice is a sensible option, which potentially saves each organisation thousands of pounds every year. Our leasing option is our newest way of making flex affordable and practical from every organisational perspective.

A new customer has already been able to implement flex on the back of Jelf's leasing option, even before this official launch. myreward lease makes sense for all parts of the business, impacting the bottom line in terms of what the organisation can achieve with the right staff, combined with sensible budgeting.

In this market, flex is usually paid for with a large upfront fee for software, administration and marketing, plus ongoing per-employee costs for the next 3 years until the programme is renewed. Jelf's new lease-rental option enables employers to spread the cost over 3 years, the typical time to renew a flex programme.

More information can be found online at [www.jelfgroup.com/myreward](http://www.jelfgroup.com/myreward), by phoning 0845 602 1858 or emailing [benefits@jelfgroup.com](mailto:benefits@jelfgroup.com).

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## Press information from

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## Notes to Editors:

### About Jelf Group plc

Jelf Group is an independent, full-service consultancy specialising in managing the employment life cycle and business risks. Expertise, from 1200 members of staff, includes employee benefits, commercial insurance, commercial finance and wealth management solutions.

[www.jelfgroup.com/myreward](http://www.jelfgroup.com/myreward)

**For employers and HR/benefit teams**, it satisfies a market demand -- providing in-house consultative experts to uphold organisational HR needs while also **supporting employees**. Jelf works with clients' staff to help them understand the best individual options available. Customer retention is crucial to Jelf's considerable growth and success.

### For employee benefits, the Jelf Group offers:

- online benefits with myreward
- flexible benefits
- voluntary benefits
- total reward statements
- group pensions
- retirement/redundancy planning
- fleet management
- group risk
- healthcare/wellbeing and absence management. It is a Top 3 UK Intermediary
- on and offline communication strategies to increase success rates



PMI Interdiary of the Year 2007

Best International Medical Insurance Intermediary of the Year 2007

### Jelf Group snapshot:

- Founded in 1989 by Christopher Jelf and floated on AIM in October 2004
- In the past 2 years, it has made 18 acquisitions, extending its geographical base.
- Annualised turnover in excess of £50m (est)
- Over 30 locations in the UK
- Total insurance premium that is placed with insurers exceeds £275m (general insurance and healthcare).

[www.jelfgroup.com](http://www.jelfgroup.com)