

Wednesday, 21 September 2016

### mallowstreet launch 'mallowstreet mobile' App

mallowstreet, the platform bringing the institutional pensions industry together to help solve the pensions and savings crisis, today announced the launch of its new app 'mallowstreet mobile' which replaces 'mallowstreet go'. The app, which is entirely tailored to the pension fund community, is available on iOS and Android devices, and available for download in the App Store and Google Play.

The new mallowstreet app is even faster than the original app, and will enable users to like, comment and share other posts; it will also enable users to search and request new connections; as well as to message connections privately.

**Commenting, Stuart Breyer, CEO at mallowstreet said:** "Complimenting our passion for pensions is our passion for technology, innovation, and continuous improvement. We have been working hard over the last few months looking at the enhancements that could be made to make our existing app even more user friendly for our users. We want to make sure that users would benefit from all the functionality of the main site, on the go – by contributing to blogs and forums, making connections, sharing news and direct messaging.

"You could say the new functionality puts the interaction now available on the mallowstreet app much closer to the model of Facebook – albeit of the pensions industry. What is absolutely clear is that as our industry continues to change and evolve, the need to access information and, more importantly, collaborate and connect at any time, any place, becomes more and more vital."

- ENDS -

#### NOTES TO EDITORS

##### About mallowstreet

mallowstreet's mission is to help solve the pensions and savings crisis, by establishing a centre of excellence for education and collaboration, ensuring that everyone who has a promised pension receives it in full. mallowstreet helps community members build and strengthen relationships, access top quality education, collaborate effectively and enhance distribution.

The community has over 3,000 members who control over £2 trillion of pension fund assets.

Membership includes: Chief Investment Officers, Chair of Trustees, Investment Committee Members, Plan Managers, Scheme Secretaries, Member Nominated Trustees, Investment Consultants, Lawyers, Actuaries, Accountants, Administrators, Specialist Advisors, Academics, Investment Bankers, Asset Managers, Hedge Fund Managers and Buy-Out Providers.

## Media Contacts

For all media enquiries please contact KBPR using the details below:

# KBPR

[kate@kbpr.agency](mailto:kate@kbpr.agency) – 07930 442883

[adam@kbpr.agency](mailto:adam@kbpr.agency) – 07444 407138

[joanne@kbpr.agency](mailto:joanne@kbpr.agency) – 07815 425381