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Helphire announces new business win

Helphire Group plc, the UK's leading accident management company, is pleased to announce its latest commercial partnership with, **Brightside Group plc (AIM:BRT)**, a top 50 UK insurance broker and one of the UK's fastest growing insurance broking and financial services businesses. The three-year deal sees Helphire provide vehicle replacement, vehicle repair and uninsured loss recovery services to customers of Brightside.

This business win follows the announcement in September of Helphire's successful collaboration with B4 Group, specialists in legal insurance and uninsured loss recovery.

Martin Ward, Group Managing Director for Helphire Group plc, commented:

"We are very pleased to have secured new business with Brightside Group plc and are excited at the prospect of working with an innovative and agile organisation that is continuing to deliver exceptional growth. We now look forward to providing high quality accident management services to the customers of Brightside. The collaboration is testament to the high levels of customer service that we are committed to providing, which enable both our partners and their customers to benefit from new business arrangements such as this."

Paul Chase-Gardener, Group Chief Executive for Brightside Group plc said:

"Brightside Group remains focused on delivering shareholder value; we select partners that enable us to provide customer service and shareholder returns. Helphire works with a number of the UK's largest insurers and intermediaries and has demonstrated a product offering that complements our business model. We very much look forward to working collaboratively with Helphire."

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Notes to editors:

About Helphire Group plc

Helphire Group plc is a market leader in the provision of accident management assistance to drivers involved in road accidents that were not their fault. Working with the UK's top insurance companies, its services include provision of like for like replacement vehicles, financing of vehicle repairs, legal expenses and the management of personal accident claims.