

## Contribute Joins Two Leading UK Fintech Bodies to Support Policy Development

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— *Categories: Finance*

London, July 1, 2025 UK-based fintech company Contribute has announced it is joining two major industry organisations Innovate Finance and the Financial Data and Technology Association (FDATA) in a strategic move to support the development of financial policy and regulation.

The company, known for its AI-powered financial wellness tools, says the decision reflects its commitment to playing an active role in the future of digital finance in the UK.

“We’re not only focused on building innovative technology, but also on helping shape the policies that make financial services safer, more inclusive, and more effective,” said Sarah Malik, CEO of Contribute.

By joining Innovate Finance, Contribute becomes part of a national network of fintech leaders, regulators, and policymakers. The organisation works closely with the UK government and regulators on issues such as AI in finance, digital identity, and responsible innovation, all areas closely linked to the Contribute mission.

Through its membership in FDATA, the company also strengthens its position on data transparency, customer control, and open banking. FDATA is a leading global voice advocating for secure and efficient data sharing within the financial sector.

“Our technology is designed to give people greater control over their financial lives,” Malik added. “Being part of these organisations allows us to contribute real-world insights to the policy discussions that shape the financial industry.”

Contribute was founded in 2020 and has grown steadily through its user-first approach to financial planning and budgeting. Its tools help individuals manage money in real time, using AI to offer personalized suggestions and smarter saving strategies.

The fintech industry is currently facing important changes, with new rules on data privacy, artificial intelligence, and payments being discussed by UK authorities. Contribute involvement in these groups will allow it to take part in consultations, working groups, and forums that influence national policy.

“The fintech sector is growing fast, and so is the need for clear, modern regulation,” Malik said. “We want to make sure innovation continues to benefit both consumers and the wider economy.”

With these new memberships, Contribute is positioning itself not only as a technology provider, but as a key voice in the future of UK finance.