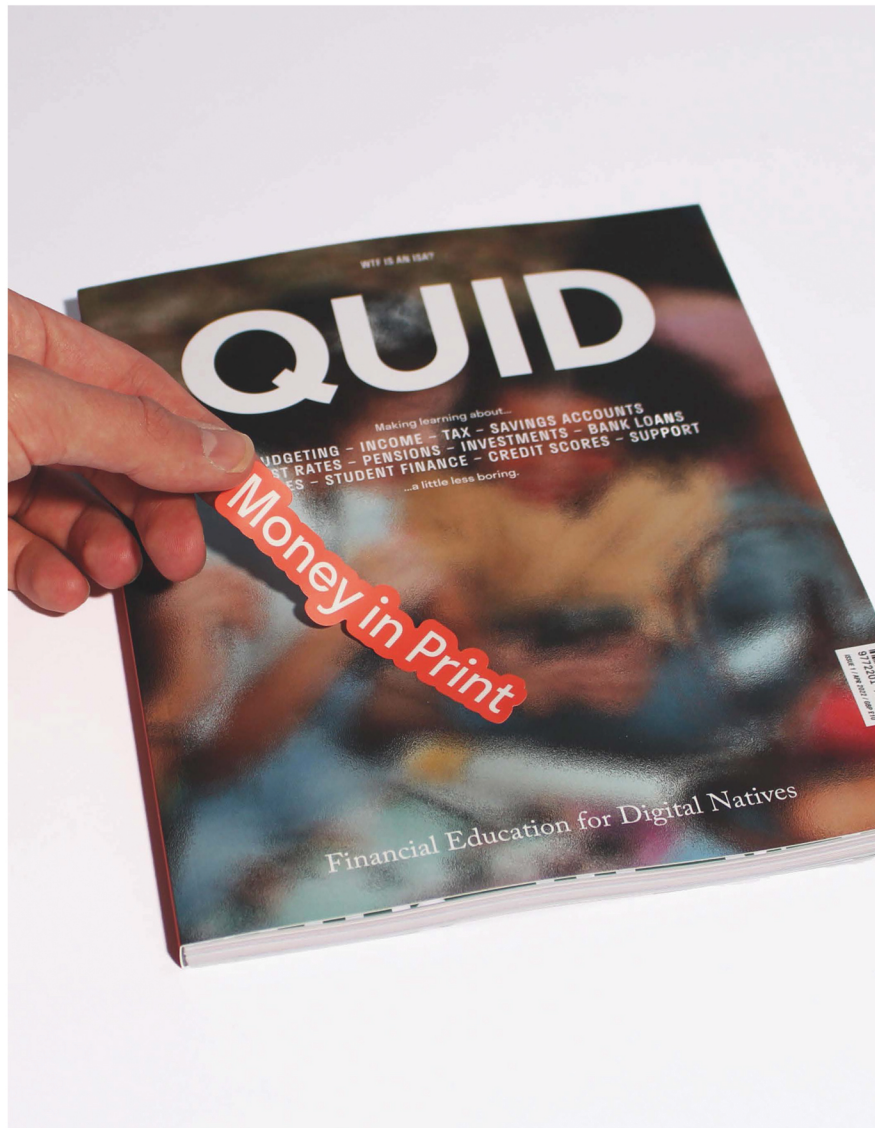


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Almost half of people in the UK lack basic financial literacy. *Quid* stands to change this by targeting young adults at the start of their financial independence. *Quid* helps detach the relationship we have with money from our screens allowing for uninterrupted foundations to be laid.