

Simplii Financial

Simplii Financial banks on simplicity and calm with its next evolution

The experience features a new app and branding and the Simplii Account™ with folders - a first for Canadian direct-to-consumer banking

TORONTO, Oct. 13, 2026 /CNW/ — Simplii Financial is unveiling the next evolution of its no-fee digital banking experience with an enhanced app, refreshed brand, and new tools - including the Simplii Account™ a first of its kind for Canadian direct-to-consumer banking, designed to reduce complexity and help Canadians feel capable, and more in control of their money.

“The future of digital banking is not about more features, it's about less friction,” said Atanaska Novakova, Head, Simplii Financial. “Simplii is investing in an experience that delivers less fees, less stress, less complexity and more value through useful, simple tools to support customers’ financial security.”

With the introduction of the Simplii Account™ and folders, piloting this month, Canadian consumers will be able to do more than ever within a single account. Folders can be created in seconds via the new mobile app and will streamline bill payments and spending, savings goals, and planned expenses. Customers will be able to automatically distribute their pay cheque across the folders, helping turn financial intentions into an organized plan without having to open or manage multiple accounts.

To help customers keep their accounts in good standing, new payment backup will automatically cover eligible transactions and reduce the potential for insufficient funds events. In addition, higher base interest rates will allow customers to earn money from the first dollar in their savings folders. Additional features will roll out over the coming months, including folder sharing with trusted individuals to simplify household expenses, daily spending allowance, and more.

These enhancements are driven by customer insights that demonstrate a clear need for a calmer banking experience. Recent Simplii research conducted in partnership with Ipsos found that just thinking about money causes stress for more than half of Canadians (55 per cent) aged 18-34. The study also found that roughly three quarters (73 per cent) wish they were more confident in managing their finances, and almost half (43 per cent) said their ideal financial institution would make their lives easier.

“We listened closely to Canadians and studied the everyday moments that make managing money harder than it needs to be,” said Novakova. “We built a strong foundation with our new platform, and everything we’re doing now is designed to make things easier. This launch is an important next step as we continue building practical solutions that anticipate customers’ needs and help Canadians stay on top of what matters to them.”

To learn more, visit [Simplii.com](https://www.simplii.com) or open the Simplii app.

About Simplii Financial

Simplii Financial is a leading digital bank that provides simpler and calmer banking experiences for millions of Canadians who want to feel in control of their money. With no monthly fees, market-leading customer satisfaction, and access to one of the largest national ATM networks through CIBC, Simplii delivers everyday value while removing unnecessary complexity. For more information about Simplii Financial, please visit www.simplii.com or by following on Instagram [@SimpliiFin](https://www.instagram.com/SimpliiFin), X [@SimpliiFin](https://twitter.com/SimpliiFin), or on [Facebook](https://www.facebook.com/SimpliiFin).