

The complaint

Mr S is unhappy with the way his lifetime ISA is presented on the Digital Moneybox Limited trading as Moneybox ('Moneybox') app.

What happened

Mr S has a lifetime ISA ('LISA') which he holds via Moneybox. He complained to Moneybox as he felt the way the LISA's returns were presented on the app were misleading. Specifically, he's unhappy that where the app sets out the 'total earnings', this figure includes the 25% government bonus – he feels this is misleading and inflates the real return on the LISA, as that bonus has not yet been earned.

Due to what Mr S feels has been misleading information, he says he's had a distorted view of his portfolio's true performance, thinking that the LISA was performing better than it actually was. He says this influenced his other financial decisions and that, had he been correctly informed, he may have opted to transfer the LISA to a different provider, or rebalanced his investments.

Mr S complained to Moneybox but they did not uphold his complaint, so he brought it to our service. Our investigator didn't think the complaint should be upheld, but Mr S disagreed so the complaint has been passed to me.

What I've decided – and why

I've considered all the available evidence and arguments to decide what's fair and reasonable in the circumstances of this complaint.

Moneybox has explained that the government bonus is not held separately within the LISA, but instead it is held with and invested alongside Mr S' contributions. Because it's invested in the same way as the contributions, the bonus can make a gain or loss in the same way. As such, it is included in the 'total earnings'. This is all set out in the terms and conditions for the LISA, under section 6.1.5. I understand that Mr S feels he doesn't have a clear picture of how his investments are performing, but the bonus has been invested as part of his portfolio and therefore forms part of it.

The ISA Overview screen lists Mr S' LISA along with the other ISAs he holds – a cash ISA and stocks and shares ISA. The screen does not specifically say that the percentage listed beneath the LISA balance is investment gain, and if it had done so I would agree this would be misleading. Instead it simply has the LISA's value, with two figures underneath, one in cash value and one in percentage value. The assumption Mr S has made is that this is specifically investment gain, but the app does not specify this, it simply shows (with the inclusion of a + sign) that the LISA has increased by those amounts.

By expanding the view on the app screen, a second breakdown appears with a further level of detail. This breakdown sets out how the LISA growth amounts on the previous screen have been reached, separating out personal contributions, the government bonus, any gains or losses and any fees charged.

Given this is a matter of one touch on the app, I don't feel that Moneybox's presentation of the LISA has been unclear, unfair or misleading, as Mr S has stated, referring to the Financial Conduct Authority's Principle 7 for financial businesses. The view on the app that Mr S has taken umbrage with is clearly a summary view, but the full breakdown is available quickly, it is clear and it is easily accessed. Additionally, Mr S had knowledge that the LISA involved a government bonus as he would have been made aware of this when taking the product out initially, and therefore he would know to look for it to be included somewhere on the app within the information about his LISA.

Taking everything into account, I don't agree that Moneybox have misled Mr S with the way his LISA was presented.

My final decision

I do not uphold this complaint.

Under the rules of the Financial Ombudsman Service, I'm required to ask Mr S to accept or reject my decision before 2 October 2025.

Artemis Pantelides
Ombudsman