

9 January 2024

ZEDRA's Joanne Fairbairn Named DC Committee Chair and Appointed to PLSA Policy Board

[UK – January 2024] – ZEDRA, the award-winning provider of pension and incentive services, today announced the appointment of Joanne Fairbairn, Client Director, to Chair of the Pensions & Lifetime Savings Association (PLSA) Defined Contribution (DC) Committee. Joanne has been a committee member since 2018.

She has also been appointed a member of the PLSA's Policy Board.

Kim Nash, Managing Director of ZEDRA Governance, commented, "The PLSA plays a crucial role in the industry in shaping the future of pensions in the UK. With the UK Government recently announcing significant reforms on the horizon for DC pension Joanne's elevation to Chair of the DC Committee comes at a pivotal time for the DC pension landscape.

It is well deserved recognition of her extensive experience and expertise and testament to her dedication and influence in this field. This appointment also underscores ZEDRA's own commitment and dedication to the development of the pensions industry for the best interest of clients and stakeholders.

We are proud to have Joanne represent us on such an influential platform and look forward to seeing what the committee will achieve for DC pension scheme members."

Joanne Fairbairn added: "I am delighted to be given the opportunity to Chair this important committee. With DC scheme value expected to triple over the next decade, we will have a lot of work to do to address the challenges and opportunities that lie ahead for all DC savers in the UK. I'm looking forward to working with my fellow committee members, the industry at large, and PLSA to drive the energy and innovation required."

Joanne is an experienced pension professional with 30 years in the pension industry. She joined ZEDRA in January 2021 from Marks and Spencer where she was Head of Pensions. Prior to that

she spent 12 years at Tesco as Group International and UK Corporate Pension Manager. Before moving inhouse she spent 14 years as an Actuary and Consultant at Mercer.

Joanne is a Fellow of the Institute & Faculty of Actuaries and an accredited Member of the Association of Professional Trustees.

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Notes to Editors

About ZEDRA

ZEDRA is a global powerhouse providing Corporate & Global Expansion, Active Wealth, Pensions & Incentives and Fund services, all aligned under one common goal: to embrace the future with certainty.

The firm's highly experienced teams enable high net worth individuals and families as well as medium to large sized companies, pension funds and trustees, asset managers and their investors to focus on their core activities by choosing ZEDRA as their trusted partner. As an experienced, reliable and innovative adviser, ZEDRA helps them successfully navigate estate planning, governance and global operations.

Ultimately, what ZEDRA delivers is complete peace of mind, knowing its expertise is supported by a robust, ethical approach, meeting the local and international requirements of an increasingly demanding regulatory environment.

ZEDRA inherited a wealth of knowledge and experience following its acquisition of the trust businesses of a renowned bank in 2016. This solid foundation combined with innovative thinking has allowed ZEDRA to grow rapidly in a competitive marketplace to a team of over 1,000 industry experts across 16 countries throughout Asia, Oceania, the Americas and Europe.

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