

26 February 2024

## **ZEDRA and Knowa announce pioneering sole trustee governance collaboration**

[UK – February 2024] – ZEDRA, the award-winning provider of pension and incentive services, is pleased to announce its strategic collaboration with Knowa in the development of pioneering new governance tools to create a governance platform for ZEDRA's pension clients that will enhance scheme governance.

A series of tools were exclusively designed for sole trustee governance and combine Knowa's innovative AI-enabled knowledge, meeting packs, and collaboration tools with a series of proprietary governance applications to create a secure and versatile ecosystem that embeds good governance practices, particularly in response to The Pension Regulator's introduction of the General Code earlier this year.

The collaboration with Knowa aligns perfectly with ZEDRA Governance's commitment to delivering exceptional, robust services to those clients operating Professional Corporate Sole Trustee Schemes.

Mark Stopard, Head of Propositions at ZEDRA Governance, commented, "In an era where regulatory requirements are constantly evolving, we are dedicated to providing our clients with cutting-edge, efficient solutions that simplify their governance responsibilities. This innovative platform gives us the tools we need to navigate this evolving landscape ensuring compliance, cost savings and, importantly, peace of mind. Working with Knowa also perfectly complements our mission - offering an advanced, user-friendly interface that enhances collaboration and knowledge-sharing so we can focus on delivering for members."

Will Henderson, co-founder and Chief Technology & Product Officer at Knowa added, " We are delighted to be working closely with ZEDRA, a highly respected industry leader driving for higher standards and innovation. Together, we aim to provide our clients with a seamless, AI-driven solution that optimises governance processes. The integration of our platform with ZEDRA's

expertise in professional trustee services promises to deliver substantial benefits to sponsoring employers, and trustee boards seeking to meet the highest governance standards."

This collaboration introduces significant advancements in governance practices, focusing on efficiency and consistency to help organisations navigate the maze of complexities of modern pensions regulation while fostering good governance practices.

**- ENDS -**

### **Notes to Editors**

For more information, please contact:

**KBPR**

Kate Boyle

07930 442 883

[kate@kbpr.agency](mailto:kate@kbpr.agency)

### **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.

[www.zedra.com](http://www.zedra.com)

### **About Knowa**

Headquartered in London, Knowa is an award winning AI-powered pensions governance platform, enabling pension trustees and other boards to securely store and access all the knowledge

needed to run and govern their organisations. The platform is relied upon by over 400 pension scheme trustee boards managing over £120bn of assets.

[www.knowa.co](http://www.knowa.co)