

**** February 2024**

ZEDRA announces promotions of Riley and Race-Pridding in Birmingham and Leeds

[UK – February 2024] – ZEDRA, award-winning provider of pension and incentive services, today announced the promotions Matt Riley and Matt Race-Pridding to Senior Client Manager.

Riley, based in ZEDRA's Birmingham office, has been with the team since 2008, Race-Pridding, based in Leeds, joined in 2015. Both appointments took effect from the beginning of 2024.

Kim Nash, Managing Director of ZEDRA Governance, commented: "Our people are at the heart of our business, our success depends on the quality of our team. As such, we are committed to supporting them as their careers evolve – this goes throughout our regional offices as our teams across the UK continue to expand, and we have further ambitious plans for growth. Both of these expert individuals will help guide these local teams and support our valued local clients."

Nash added: "I congratulate both for achieving this significant milestone in their careers. This well-deserved promotion reflects their relentless pursuit of excellence and their ability to foster strong client relationships. Their exemplary work ethic and leadership qualities make them invaluable assets to our team, and we are confident they will continue to excel in their new roles."

Matt Riley has 25 years' experience in pensions and investments and has held roles at Mercer, Equinity Hazzell Carr and Prudential.

Matt Race-Pridding has 17 years' experience in pensions and investments. Prior to joining ZEDRA he held positions with Mercer and Capita Hartshead.

ENDS

-ENDS-

Notes to Editors

For more information, please contact:

KBPR

Kate Boyle

07930 442 883

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