

## Trustees should use their voice to challenge member outcomes and sustainability approaches in transactions, says ZEDRA

[11 June 2025] – ZEDRA, a leading provider of Pensions & Incentives, Active Wealth, Corporate & Global Expansion, and Funds services, today called on UK pension scheme trustees to take a more active role in holding insurers accountable for member outcomes and sustainability approaches when considering buy-out transactions.

**Kim Nash, Managing Director at ZEDRA, commented:** "The industry has seen a significant increase in pension schemes completing buy-out transactions across the UK. This shift is having a noticeable impact on the balance of investments in the market, and on broader systemic risk. This raises important questions that need to be considered. For years, and under their management, trustees have embedded sustainability considerations into investment strategies, setting clear stewardship priorities and pushing for responsible asset management. At the point of risk transfer, trustees cease to have control over the assets held and the stewardship principles being adopted."

**Nash continued:** "Historically, price has been the dominant factor in insurer selection, but we are starting to see a change in that. Schemes are now better funded, reducing the need for employer top-ups, and trustees are therefore able to focus on other critical factors like member experience, cultural alignment, and sustainability credentials. This is the last chance for trustees to really push for full transparency on how members will be dealt with and what the member experience will look like post transaction. Trustees should also leverage this position to ask questions of insurers on their sustainability commitments, insisting on concrete data rather than broad assurances to evidence ESG impact.

The more trustees focus on these factors and ask questions, insurers will have to think about their responses and how they can evidence them driving change within the market. Make sure

your voice is heard at this critical part of the process, protecting member outcomes and long-term futures.”

**ENDS**

## **Notes to Editors**

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## **About ZEDRA**

ZEDRA is a global powerhouse providing Pensions & Incentives, Corporate & Global Expansion, Active Wealth, 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 1,200 industry experts across 16 key locations throughout Asia, Oceania, the Americas and Europe.

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