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THIS IS EXPORT. **THIS IS WALES.**

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# MONEY 2020

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Export Market Visit

3 – 6 June 2024

[tradeandinvest.wales](https://tradeandinvest.wales)

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**This is Export.**  
**This is Wales.**

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Pierhead, Senedd and  
Wales Millennium Centre, Cardiff Bay

Wales is a self-governing constituent country of the UK and the Welsh Government is the devolved Government for Wales.

Devolved since 1999, the Welsh Government's decision-making powers within a small and joined-up country mean we can cut red-tape and act fast.

They also mean we are responsible for our own economic development, working with business to create a prosperous, green and equal economy.

Wales has a strong industrial heritage that has shaped our confident, creative and ambitious economy of today. We have strength in depth in advanced manufacturing, creative industries, energy and environment, financial and professional services, food and drink, life sciences, and technology.

Our commitment to sell Wales to the world has never been more focussed and this mission provides an ideal platform for us to build on established links and discuss future export opportunities.

Wales means business.

**Admiral Pioneer** is a new entity within the Admiral Group, Admiral Pioneer's objective is to seed, launch and scale new independent businesses, in order to positively impact society and solve long-term problems.



Admiral Pioneer aren't an incubator, the company is building a dynamic and energising environment which facilitates all the excitement and freedom of a start-up, with the support and stability of an established organisation. The aim is simple – build new businesses to meet customer needs in new and better ways.

Admiral Pioneer is building a portfolio of insurance and beyond insurance businesses designed around customer needs that will create meaningful diversification opportunities for Admiral Group.

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### Product/Service

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Admiral Pioneer focus its work in three domains;

—**Mobility** – Within the Mobility domain, Admiral Pioneer have two businesses. Veygo, who provide

temporary and learner driver insurance, and an investment in Wagonex a car subscription platform.

—**Future of work** – Future of Work domain has launched Toolbox by Admiral. This is an insurance product for Tradespeople.

—**Life changes** – Lifechanges domain is focused on helping people live longer, more financially sound lives and Admiral Pioneer are currently working on new projects in this area.

Russell started his career building and leading large sales organisations for telco clients such as Sky and BT. As digital technologies developed he became increasingly engaged in front office transformation and working as a consultant with Deloitte, he helped companies across a range of industries and countries build and transform their front office capabilities.

After helping to build a new direct to consumer business within one of the world's largest insurance companies. He was invited to set up and lead a corporate venture capital function for Nationwide, the UK's largest building society and led investments in 9 pre-seed/ seed stage companies in under 18 months. The experience of engaging with starts up and how they can work with and positively impact traditional business models, led Russell to understand and engage in other models of corporate venturing and diversification.

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### Objectives

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Understand trends in insurance and financial services- specifically interested in the growth of embedded insurance and finance.



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**Creditsafe**, the global business intelligence experts, specialises in business credit checking and all-around B2B solutions.



With credit information on over 430 million businesses worldwide, Creditsafe provides the most accurate and up-to-date data in a user-friendly format suitable for businesses of all sizes. Creditsafe is endorsed by all major credit insurers, making its credit scores and limits among the most trusted in the industry.

The company's dedication to developing the world's most predictive scorecard allows clients to anticipate potential risks and make informed decisions to protect themselves and their businesses.

Creditsafe's company credit reports are designed for simplicity, making them accessible to everyone in a business regardless of their financial background.

With 25 offices in 14 countries, Creditsafe offers instant access to company credit reports in over 200 countries and territories worldwide.

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### Product/Service

Business Intelligence Data

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### Objectives

Creditsafe help companies of all sizes increase sales & reduce exposure to customer credit risk. As the world's most used provider of online business credit reports, Creditsafe sets out to revolutionise the use of business information globally through its commitment to delivering superior business data.



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**Pryme Financial** started from a faulty Samsung Tab as an e-commerce business in 2016 in Nigeria, and in a bid to address the payment challenge facing the e-commerce sector, pivoted to fintech with the launch of a reloadable prepaid card, which grew organically to 40,000 users by the close of 2019.



In 2020, acquired a traditional bank, and in 2022, launched a mobile app known as OjirehPrime App. After growing to over a million download, relocated the headquarters to the UK in 2023 and rebranded to Pryme in 2024 in a bid to position as a multi-currency focused fintech.

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### **Product/Service**

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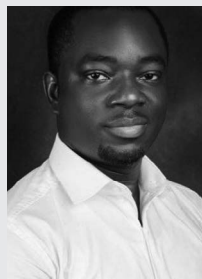
Dedicated Account, savings, bill payment, credit and debit cards

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### **Objectives**

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To become the preferred financial service provider to every gen z



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Edoka Idoko  
Founder/CEO

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<https://mypryme.com/>



## **Growth.**

The vibrant capital city of Wales – Cardiff is one of the fastest growing cities in the UK. It is also just two hours on the train from London.

Founded in 2024 **SCV Labs** is a new RegTech provider from the team that launched and scaled W2 Global Data Solutions - the world's first KYC and AML orchestration platform.

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### Product/Service

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Providing a Single Customer View of all information provided during due diligence processes, SCV Labs enables organisations to securely receive, store and retrieve documentation instantly. Using advanced AI and Blockchain technology all documentation is checked for authenticity, legitimacy and previous submission while simultaneously tagging and extracting the metadata for search, retrieval and analysis.

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### Objectives

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SCV Labs is looking to identify and engage with new customers and partners. Our products are equally suited to organisations embedding our software directly into their infrastructure, or via third party system integrators. Within an ever changing regulatory environment SCV Labs is keen to speak with forward thinking compliance professionals,

FinTechs, RegTechs and payment service providers.

As a newly launched, Wales based business, getting our message out to as wide an audience as possible is going to be key to ensuring a successful trip.



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**Warren Russell**  
CEO & Founder

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**W2** provides a RegTech orchestration platform and has access to leading data and service providers ensuring that up to date and reliable information is available via a single access point; enabling businesses to satisfy regulatory requirements and make reliable informed decisions about customers.



W2's market leading software is trusted by 100+ clients and a consistent flow of new business deals. The ease and integration of regulatory compliance software through a single, streamlined API leads to an increase in both the quality and efficiency of the customer onboarding journey.

Founded in 2011 and based in Wales, W2 has enjoyed consistent growth, with a team of 20+ strong both in head office in Cardiff, and remotely around the UK and Europe.

W2's mission is simple; complexity should never be a barrier to business.

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### Product/Service

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W2 provides Know Your Customer (KYC), Anti-Money Laundering (AML), Identity Verification, and Know Your Business (KYB) through a single orchestration platform. W2 provides the right solution on a global scale, for both onboarding and ongoing monitoring of customers. W2 offers the most customer focused compliance solution available, allowing active management of risk.



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## Objectives

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As Money 20/20 sits as one of the key payments' events worldwide, W2 is keen to build relationships and network with new partners, particularly those based outside the UK. Currently, W2 has a network of 70+ partners across various focus areas in the industry and have identified multiple businesses attending, sponsoring, and exhibiting where there is a good opportunity for mutual growth.

Money 20/20 is also an opportunity for business development. To gain support from the Welsh Government to support introductions into Dutch or European firms where W2's offering fits their requirements is invaluable. As a small team with big ambitions, this support will be a key driver in ensuring 2023 is another successful year for W2.



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