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New SME bank Recognise appoints London team

Recognise today announces the appointment of Jackie Skelt as Regional Director for London and the Midlands. Shami Sharma and Dave Bronsdon will be Business Development Managers for London. The team will be based at Recognise's hub in London.

Jackie joins Recognise with over 20 years' experience, having worked in senior roles for various financial institutions, including NatWest, Santander and most recently spending four years leading a highly successful commercial relationship team for Metro Bank in Central London. Jackie excels in understanding the needs of SME businesses and tailoring appropriate lending solutions. She will lead the London and Midlands teams, to provide the SME market with a range of lending products to meet their lending requirements.

Shami's past roles focussed on commercial and senior relationship management at NatWest, Metro Bank, and Assetz Capital. Shami will be responsible for the London and South East area, where he has many years of experience dealing with SMEs in the real estate sector and trading businesses that require working capital.

Dave has over thirty-five years' experience as a relationship manager working with the SME and Commercial Banking sectors, gained at RBS, NatWest, and Metro Bank. Dave is renowned for his efficiency at finding solutions for clients' day-to-day requirements whilst building ongoing relationships and providing outstanding customer service.

On the team and her appointment, Jackie commented, "I am excited to take a hands-on role at Recognise at a time when SMEs really need the extra support. Our London team is made up of highly experienced people, with a passion for helping businesses grow. And the city is full of businesses with great potential, crying out for specialist lending solutions."

Jason Oakley, CEO of Recognise said "We are thrilled to add even more talent to our experienced team that will contribute to the growth of Recognise and our expansion within the regions. Jackie, Shami and Dave are perfect additions to our London team, with lots of experience in SME banking."

Recognise's founding ethos – and the reason for the bank's name – is to focus on the SME community that has been so overlooked and neglected by mainstream banking. The bank will offer a relationship-led proposition which will be delivered through dedicated Relationship Managers (RMs) based in London, Midlands, Manchester, and Leeds. The Relationship Managers will meet each client and provide a responsive and personalised service. Each RM will have deep knowledge of industry sectors and a genuine appreciation for SME challenges.

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About Recognise Financial Services

Recognise Financial Services Limited is currently seeking approval to change its name to Recognise Bank following successful authorisation from the Prudential Regulatory Authority

Recognise Financial Services was formed to provide financial services to the UK SME sector and the retail and business deposits market. Its purpose is to serve an SME market that has been starved of a personalised and relationship focused banking service for some time now.

Recognise has partnered with leading fintech platforms to create a market leading SME service using best in class technology that will enable it to deliver on its relationship banking model. Recognise has a strong independent Board to support an ambitious executive team that has had over 250 years' experience of building SME banking portfolios. By 2024 Recognise aims to have 44,000 depositors and 4,500 borrowers on its books. Recognise is a subsidiary of the City of London Group.

About City of London Group

City of London Group is a forward-thinking organisation focused on serving the UK SME market. It is primed for the future, is grounded with traditional values and a strength and depth of expertise.

The Group's expertise covers finance for the business sector, equity release and secured lending such as commercial, SME, bridging and asset finance as well as lending to professional firms.

The Group ensures its services are always delivered with a personal touch, so clients know that they are more than a customer and have a partner that will work with them as they look towards the future.