

## About SMART UK

SMART UK is an innovative consulting and advisory firm for the financial services industry, providing a proven combination of domain expertise and consulting experience. Since our US parent launched the UK arm in 2006, we have grown significantly, performing engagements for a number of blue chip clients across the Capital Markets, Corporate Banking, Real Estate and Insurance sectors, and across finance, operations and technology functions.

We believe that our people are our core assets; a combination of industry experts and experienced consultants provide the capacity to treat immediate 'symptoms' quickly while gaining a thorough understanding of the underlying root causes. Our aims are to ensure that clients do not have a problem that one of our team has not encountered before, and to never dilute quality by taking on something we cannot deliver. In the unlikely event that we can not help, we would recommend someone who could.

Our clients tell us that our unique approach works; our projects tend to be shorter, teams smaller, and focused on delivering tangible results that increase business momentum. Forensic analytical skills, risk management and sound financial capabilities are core to every assignment we undertake, and we pride ourselves in the creativity we bring to finding responses to our clients' challenges.

The SMART reputation is built on fulfilling our key philosophy of exceeding expectations and building long lasting relationships. The trust of our clients is our ultimate goal, achieved through integrity and honesty in our business practice. We also believe that an enjoyable working environment equals a highly productive workforce. Our teams have a positive influence on the workplace, demonstrated by their consistent high-quality output, and by the amount of repeat business our clients award to us.

*SMART is one of the fastest growing business advisory and consulting practices in the United States. It is part of the new breed of consultancies with a more accounting-intensive and content-focused approach. SMART has enjoyed 40% year on year growth since 1997 and the establishment of SMART UK has enabled the delivery of international solutions to their clients in chosen markets.*

*The overall SMART practice now exceeds 550 professionals in 13 offices around the world and in 2006 received a \$60m investment from Boston based private equity house Great Hill partners.*

# Industry Expertise

## Insurance

With over 150 professionals in our insurance division, the sector has been one of the most significant drivers of the firm's strategy and success. The depth of our insurance understanding enables us to provide Insurers and brokers with guidance and expertise in an evolving market where insurance organisations are currently subject to immense pressure from cheaper emerging locations and insurance vehicles such as the burgeoning captives market.

We are particularly active in insurance, accounting and regulatory organisations. Our clients range from global publicly-held companies to middle-market companies and closely-held, small businesses, including: Insurers/Reinsurers; Brokers; Bureaux; Agents; Insureds/Captives.

## Capital Markets

The SMART Capital Markets Team draws on a pool of experience that extends across the range of Buy- and Sell-Side financial services. In today's turbulent global market, we are increasingly being asked by our clients to address issues arising in the management of financial and operational risk. Recent client engagements have been focused on life-cycle management for complex product portfolios, process and operational reviews as well as enterprise-wide programmes to remediate the inherent risk presented by the wider usage of spreadsheets in aspects of financial reporting.

## Real Estate

At SMART we have hands-on experience of working both in and with real estate companies of all types, from real estate investment trusts to investment advisory and property management firms. In a changing market place of increased liquidity, sophistication of investment strategies, and changing valuation criteria, our experts have been helping our clients create a competitive advantage through the improved management of their operations and assets and real time decision support for investment strategies.

## Corporate Banking

The Corporate Banking team forms an integral part of the SMART Financial Services Practice. Our team of consultants has on average 15 years of industry experience across both the UK and Global Banking Markets, which when combined with a wealth of consulting expertise, ensures we can provide the most complete service levels possible, whether it be transaction banking, treasury or the supporting IT infrastructure.

In the current economic climate, Banks are not only having to manage the impact of new market initiatives such as SEPA, but also the need to minimise the resulting adverse impact on revenue. There is a clear drive and focus not only on developing new products and revenue streams but just as importantly, is the emphasis being placed on reducing revenue leakage. In conjunction with a partner, we have developed a relationship-based pricing and centralised billing solution which is being successfully aimed at Banks, with the intention of enhancing revenue income, reducing revenue leakage and providing enhanced visibility and management information - all key factors in enhancing a Bank's overall efficiency.

*"Thanks again to you and everyone else at SMART for an excellent job over these past six months. You have been a tremendous asset to get us to where we are today."*

Director, UK Office of Global Investment Bank

