



# SMART GROUP ANNUAL REPORT 2021/2022

**One of the UK's most innovative and fast-growing companies, providing industry-leading services in foreign exchange, risk management, property and financial technology.**



# WHO ARE THE SMART GROUP?

*Established in 2004, The Smart Group continues to grow as a leading fintech and proptech business.*

Today, the Smart Group not only specialises in international payments and risk management, but also fintech and international property.

The Smart Group spans the entire value chain of international payment industries and is recognised for its smart technology, high-value proposition and expert, personalised service.

The Smart Group helps private clients to manage their wealth internationally and navigate the complex, global payment system.

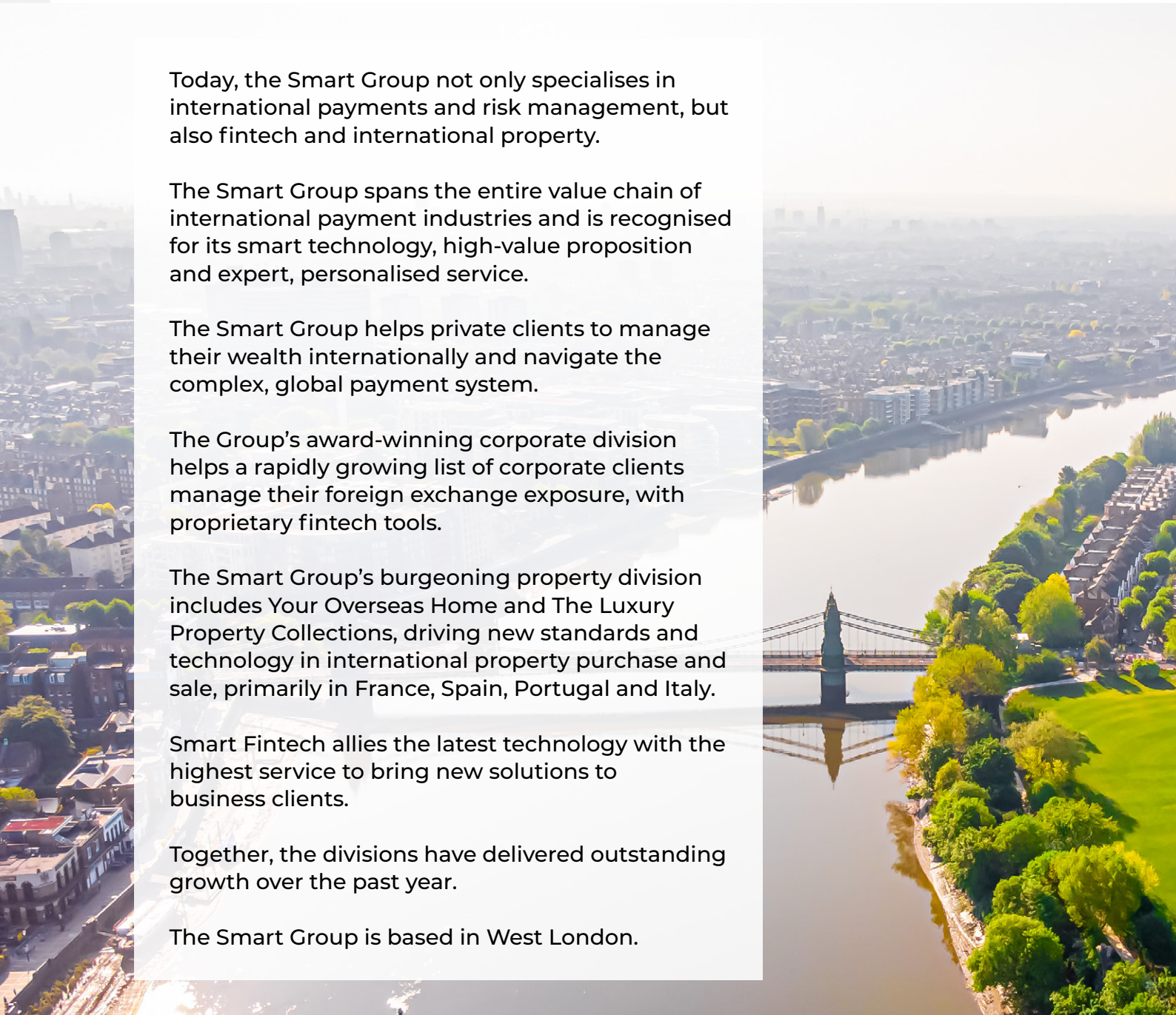
The Group's award-winning corporate division helps a rapidly growing list of corporate clients manage their foreign exchange exposure, with proprietary fintech tools.

The Smart Group's burgeoning property division includes Your Overseas Home and The Luxury Property Collections, driving new standards and technology in international property purchase and sale, primarily in France, Spain, Portugal and Italy.

Smart Fintech allies the latest technology with the highest service to bring new solutions to business clients.

Together, the divisions have delivered outstanding growth over the past year.

The Smart Group is based in West London.



# A MESSAGE FROM THE CEO

*I am lucky to work with so many capable and committed individuals.*

*The last few years have seen so many headwinds and 'black swan events' that they've almost become the norm. Our business has continually had to rethink, remodel and pivot and we have done this very successfully.*

*Working as a team we have made great strides. That's evident in the rapid growth in income for the Group. I don't expect the growth to stop any time soon as our businesses continue to innovate and thrive. Dynamic people join the company all the time.*

*We place trust in our people and encourage them to own their own development. We invest heavily in bespoke internal training teams, plus external help where necessary. This applies at all levels. In the last year I and others in the business underwent training on data and on 'value selling' with worldwide experts, including a lecturer at Harvard Business School. I continue my own mentoring with a senior member of Deloitte.*

*We continue to support local West London charity, Solidarity Sports, both financially and through practical help at their holiday events for the disadvantaged children of Hammersmith and Fulham, of which there are sadly so many. It is an amazing charity run by amazing people and truly life affirming when you spend just one day volunteering.*

*In the following sections you will see detailed updates on the progress we have been making in our key business areas. Moreover, we are establishing two new business units which will benefit from the infrastructure already in place: Smart Currency Fintech and The Luxury Property Collections.*

*We have high expectations for 2023 and know that success is in our own hands.*



**CHARLES PURDY**  
Founder and CEO



# THE SMART GROUP IN NUMBERS

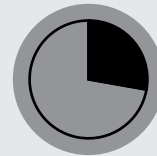
TRADING VOLUME 2022

**£2,260,000,000**



GROWTH IN 2021

**▲47%**



GROWTH IN 2022

**▲28%**

CUSTOMERS TRANSACTED 2022

**11,267**



EMPLOYEES: 125

**▲40%**

# PRIVATE CLIENTS

## YEAR IN REVIEW

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*Smart Currency remains the trusted voice in high-value international transactions.*

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The 2021/2022 financial year has been one of significant progress for The Smart Group's private client division. Not just against pandemic levels, but against pre-pandemic levels too. 2021/2022 was a record year for the division, achieving 42% growth year-on-year.

Clients benefit from the full service that our team offers. We help them achieve lifelong goals, such as owning an overseas home or emigrating entirely. We support them in their professional life, moving salary or investments, and in their personal life by helping them budget for overseas medical requirements or children's education.

By helping clients manage their currency exposure in a simple and straightforward fashion, we allow them to focus on the reason for their transaction.

Alongside the growth in new clients, we have forged new relationships with leading names in the international property business and wealth management across Europe, further growing our footprint to attract more customers than ever to our services.



**TREVOR CHARNLEY**

*Managing Director of Smart Currency Exchange*

## SMART CURRENCY EXCHANGE HIGHLIGHTS

- 2022 saw the division reach new highs in turnover and customer transactions as more customers than ever before used Smart Currency Exchange services
- Continued growth in our partnerships division cemented our position as **the trusted voice in high-value international payments**
- Our commitment to provide expert guidance through our highly trained telephone brokerage team who continue to help clients through the buying process
- Unrivalled content that ensures clients are kept informed of exchange rate movements and the reasons that underpin them
- Trustpilot rating 4.8/5, "excellent"

# CORPORATE DIVISION

## YEAR IN REVIEW

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*Our success is based on a clear focus of understanding our clients and their businesses.*

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The corporate arm of The Smart Group achieved back-to-back record years in 2021 and 2022 and achieved our first £3million revenue quarter. We also won the Finance Business of the Year award three years in a row.

Our success is based on a clear understanding of our clients and how their businesses operate. The team ensures we gain a complete understanding of stakeholder challenges before proposing any solutions.

Clients benefit from our laser-sharp focus on UK businesses turning over £5million to £100million. Our constantly evolving proposition, combining the best of banks, consultancy firms and traditional currency brokers leaves our corporate division with no direct competition.

Further growth will be unlocked in the financial year of 2023 as we continue to adapt our service and technology to the needs of our clients. This should unlock ambitious growth in our client base by another 40% in 2023. This will be underpinned by adding quality people to our growing sales and account management teams.



**ALEX BENNETT**

*Managing Director of Smart Currency Business*

## SMART CURRENCY BUSINESS HIGHLIGHTS

- Winner – West London Business Awards, 2021, 2022 & 2023
- Finalist – Best Business FX provider, Moneyfacts Group plc Awards, 2022
- Development of SmartHedge, our proprietary treasury management software
- 125% growth of the business since 2020

## DISCLAIMER & COMPANY DETAILS

The Smart Group is based in Hammersmith, West London, with further offices in Spain.

### IT IS MADE UP OF:



**Smart Currency Group Limited,**  
which is owned by its senior management, and its  
wholly owned subsidiaries:



**Smart Currency Exchange Limited**  
and the brands Smart Currency Exchange, Smart  
Currency Business and Smart Currency Fintech.



**Smart Currency Options Limited.**



**The Overseas Guides Company Limited,**  
and the brands Your Overseas Home, Property Guides and  
The Luxury Property Collections.

Smart Currency Exchange Limited (SCEL) is authorised by the Financial Conduct Authority (FCA) under the Payments Services Regulations 2017 for the provision of payment services (FRN: 504509) Smart Currency Exchange Limited is supervised by with HMRC as a money services business (XEMPL00000172628).

Smart Currency Options Limited (SCOL) is a wholly-owned subsidiary of Smart Currency Exchange Limited, and is authorised and regulated by the Financial Conduct Authority to carry out MiFID business with reference number 656427.

Smart Currency Options Limited (SCOL) is a private company limited by shares registered in England and Wales. Company number 9034947.  
The registered office address is at 1 Lyric Square, Hammersmith, London W6 0NB.

# CONTACT

## PRIVATE CLIENTS



Smart Currency Group's private client division is Smart Currency Exchange.

Contact us on **020 7898 0541**,  
or email [info@smartcurrencyexchange.com](mailto:info@smartcurrencyexchange.com)

[SMARTCURRENCYEXCHANGE.COM](https://SMARTCURRENCYEXCHANGE.COM)

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## CORPORATE CLIENTS



Our corporate division is Smart Currency Business.

Contact us on **020 7898 0500**,  
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[SMARTCURRENCYBUSINESS.COM](https://SMARTCURRENCYBUSINESS.COM)

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