





## **Purpose-led consulting**

We offer practical expertise to navigate both the volume and complexity of regulation.



We understand that firms make considerable investments into Compliance and are looking for a return on this investment. Avyse partner with you, helping tailor your control framework to the risks your business faces, with a clear focus on outcomes effectiveness. We constantly challenge the value add of processes so firms are getting the most out of their compliance investment.

# Our story 7

Avyse Partners ('Avyse') was founded in April 2021 with the goal of improving regulatory compliance outcomes for clients across Financial Services.

The business, based in London, was established with a stringent focus on purpose-led consulting, helping clients navigate the volume and complexity of regulation by providing support on both short-term and long-term engagements.

In 2022, we were appointed to the FCA's Skilled Person Panel across five Lots (B, C, D, E & M). Appointment to the panels enhanced our reputation as a trusted advisor capable of delivering high quality regulatory assessments. In addition to enhancing the firm's market position and opening new business opportunities, the appointment has

provided Avyse with a direct line to the FCA to stay abreast of future changes to the regulatory environment.

Today, we work with a broad variety of blue-chip financial institutions and brands providing mission-critical, regulatory driven compliance services across 3 core practices - Financial Crime, Financial Services Compliance ('FS Compliance') and Environmental, Social & Governance ('ESG').

# We can help you with the following:



Advisory  
Services



Temporary resources  
secondments



Independent assurance  
and audit



Skilled person  
reviews



Regulatory change and  
transformation



# Why choose us?



## **Deep expertise**

Our team comprises professionals with a varied and deep understanding of financial services regulation and compliance. Many of the team have worked “in-house” and understand the day-to-day challenges faced by firms in achieving the right outcomes for the business and its customers.



## **Multi-Sector**

We primarily work in financial services, from banks, lenders, asset managers to payment firms and crypto asset service providers. Beyond finance, we also work with corporates of all shapes and sizes in a number of industries.



## **Tailored Solutions**

We recognise that one size doesn't fit all. Our solutions are customised to your specific needs and objectives.



## **Long-term Partnerships**

We are not just your consultants; we are your partners, providing advisory services and supporting your projects and business in the long term.

## We will:

- Communicate with you in a clear, straightforward fashion
- Provide you with reports in plain English
- Provide you with considered recommendations that work for your business
- Offer our services at a fair price, unimpaired by a bloated central cost base
- Take a genuine interest in your success
- Bring independent challenge
- Be honest and constructive with you
- Bring a high level of passion to our work – we love what we do


## We won't:

- Put an Avyse employee on your engagement if they do not have the appropriate skills and experience
- Use your engagement with us as a training ground for junior staff
- Sugar coat our messages that need to be heard and addressed
- Design something not right for your business
- Recommend technology not appropriate for your business
- Make short term decisions for the benefit of Avyse
- Overcharge you for our services
- Sit on the fence

# Our services 7

We're clear about what we're good at. We want to make it easy for you to understand too.





Financial Crime

Compliance

ESG and Sustainability

Change and Transformation





# Financial crime.

UK and global focus on economic crime and the damage it does to society has been, and continues to be, a significant focus for regulators and firms alike.

Avyse's Financial Crime team has a well-established market leading reputation, working on some of the highest profile and contentious financial crime matters.

The team operates across all areas of financial crime including AML, counter terrorist financing, sanctions, market abuse, bribery, fraud and tax evasion.

We have significant experience working with firms of all sizes to enhance their control frameworks to mitigate the risks they face.

# How can we help?

- » Skilled person reviews (s.166) – execution and firm side support
- » Preparation for and responding to regulatory scrutiny and visits
- » Framework design, enhancement and optimisation
- » Risk assessments
- » Financial crime training
- » Remediation programme delivery and support
- » Assurance and independent reviews
- » Crypto asset sector: registration, operational implementation
- » Audit and due diligence



“You have been brilliant working with our team and always provide considered and rounded thoughts and guidance for us.”

**TIER 1 BANK**



A low-angle, upward-looking perspective of several tall skyscrapers in a city, likely New York City, with the Empire State Building visible in the center. The buildings are dark and textured, with many windows. The sky is a pale, overcast blue. The overall tone is professional and serious.

# Compliance.

In an environment where regulatory landscapes are continually shifting and firms are pressured to achieve more with fewer resources, staying compliant is both challenging and critical.

You can trust Avyse's Compliance team to take the time to understand your business model. It is essential that our compliance support is both proportionate and practical to your firm. As evidenced by firms trying to comply with the Consumer Duty – one size does not fit all.

The team possess a deep understanding of the financial services sector. We have cultivated strong relationships across the industry and with regulators, enabling us to share valuable insights and provide informed guidance.

We want to help firms stay on the right side of the regulator, providing tailored strategies and insights that safeguard your business while driving growth and innovation.

# How can we help?

- » Skilled person reviews (s.166) – execution and firm side support
- » Regulatory due diligence
- » Health checks and thematic reviews
- » Authorisations and variations of permission
- » Preparation for and responding to regulatory intervention and request
- » Remediation programme delivery and support
- » Outcome monitoring and evaluation
- » Resource augmentation
- » Audit and independent reviews



“We couldn’t have done it without the team, who have been a brilliant partner throughout the process.”

CEO, Consumer Credit firm



# ESG and sustainability.

Avyse's ESG & Sustainability practice helps clients navigate the raft of new regulations implemented over the last couple of years. The ESG space is rapidly evolving with a host of additional requirements expected to come into effect in the coming years.

Covering both UK, EU and global requirements, recent engagements have centred on financial and non-financial services sectors, with a particular focus on the Sustainability Disclosure Requirements and Labelling Regime (SDR), Diversity & Inclusion (D&I), Corporate Sustainability Reporting Directive (CSRD) and the Sustainable Finance Disclosure Regulation (SFDR).

Avyse's work also includes a strategic element, supporting firms design and define their ESG strategy.

# How can we help?

- » Strategic advisory for firm-wide ESG risks and priorities
- » Strategy, governance and oversight support
- » Reporting on climate (TCFD), nature (TNFD), and broader corporate sustainability topics, including financial product reports (SFDR, SDR)
- » Greenwashing assessments
- » M&A ESG due diligence
- » ESG risk/materiality assessment



“The help the team has provided has been invaluable – their depth of knowledge is impressive, and they always deliver pragmatic solutions.”

Head of ESG,  
FTSE 250 Asset Manager





# Change and transformation.

Designing and implementing regulatory change is at the heart of what our core practices do.

The one constant is that regulations change. All three practices help clients implement change within their business, which is essential to adapt and thrive in an ever-changing technical, cultural and regulatory environment.

One of the key reasons we take such care with our recommendations in our advisory work is that any change work needs a crystal clear view of what the issue is and what a firm needs to do to address it.

Our consultants across our three core practices are adept at delivering all aspects of a change programme – be it governance, control design, assurance, or flat out delivery.

We run transformational programmes for large firms and provide guidance for smaller firms to improve their delivery framework.

# How can we help?

- » Support delivery of Avyse's recommendations (S166, remediation plans, audit)
- » Run regulatory projects on behalf of clients (SDR, CSDDD, reporting implementation, due diligence, audit)
- » Run transformational projects (vendor selection, tool / process implementation, M&A)
- » Provide guidance to run effective change programmes (structure, coaching, templates)

“

You and your team have left the best possible impression for me and the rest of the team”

Head of Financial Crime,  
European Bank

# Leadership team



We founded Avyse Partners in 2021 with a view to refocussing both the client and staff experience of regulatory consulting.

With extensive experience in house and with a range of different size consulting firms all of us have learned what works well, and what doesn't. Our experience has been developed through some of the most high-profile regulatory matters of the last 20 years.

We strive to provide sensible, pragmatic advisory services in a personable delivery style.

Our senior team remain very hands on with all our clients, balancing time between this and running the business.





David Brain

Partner

[David@avyse.co.uk](mailto:David@avyse.co.uk)



Oliver Grimes

Partner

[Oliver@avyse.co.uk](mailto:Oliver@avyse.co.uk)



Richard Wegzyn

Partner

[Richard@avyse.co.uk](mailto:Richard@avyse.co.uk)





# Our SAFE values

## Sustainable 7

Our decision making and advice is always done with the long-term in mind. We want a business built on strong foundations.

## Authentic 7

We want people to be themselves in order to build a trusted, reliable firm where people enjoy working and respect each other.

## Family first 7

Our families come first. There is the Avyse family too. We look after each other and provide a flexible and inclusive working environment.

## Entrepreneurial 7

We own our company and are always alive to opportunities that will benefit the firm. We strive to be commercial, innovative, and eminent in our fields.



[www.avyse.co.uk](http://www.avyse.co.uk)



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