

Defaqto appoints Chief Operations Officer

The independent, financial research company Defaqto has appointed Zahid Bilgrami as Chief Operating Officer with a view to driving performance improvements, inorganic growth and operational excellence.

Mr Bilgrami joins Defaqto with a wealth of experience gained at Balfour Beatty where he was responsible for developing corporate strategy and execution of non-organic growth by acquisition.

Rupert Pennant-Rea, Chairman of Defaqto said; "Zahid's appointment is pivotal to the development of Defaqto. The financial environment is moving more rapidly than ever before and we must ensure we are closely aligned in order to fulfil our vision of helping customers make better financial decisions".

Kenn Herskind, Chief Executive of Defaqto commented; "Supporting clients to meet the challenges they face with regulatory changes afoot, a potential new Government and an ever evolving consumer landscape is pivotal to our organisation. We aspire to continue leading the way on market trends, product and funds insight. Zahid will lead our operations teams to deliver exceptional levels of product development and deployment so our infrastructure keeps pace and remains robust across the board".

Mr Bilgrami's appointment starts on 12th April.

-Ends-

For further information contact our Press Office on 01844 295 406:

About Defaqto: www.defaqto.com

Defaqto is an independent financial research company specialising in rating, comparing and analysing financial products.

Since 1994, Defaqto has built the largest, whole of market, financial product database and become one of the leading providers of financial product data in the UK. We now cover over 30,000 products across banking, life, pensions, investments and general insurance.

Our experts validate and analyse the data to provide insight and consultancy to all layers of the financial services sector including IFAs, mortgage and general insurance brokers, providers, web aggregators and the public sector.

Our products and services include the following:

Aequos Online

An extensive, independent, financial product analysis and comparison database available in the UK. The database contains feature, rate and fees information on more than 30,000 products from nearly 2,000 providers. Our customers include leading insurance and assurance companies, banks and building societies and investment organisations.

Defaqto Engage



An integrated system for independent financial advisers (IFAs) and insurance brokers. The system makes the reporting, analysis, recommendation and review process easy, delivering the perfect product to meet client needs.

Defaqto Compare

An interactive, comparison tool enabling consumers to easily compare product features against each other on a host of key features, using a simple 'traffic light' system.

Defaqto Star Ratings

Our Star Ratings reflect the quality of a financial product and help to identify the range of features and benefits in each one. We review and assess every financial product across various categories and award a Star Rating from 1 to 5. The ratings are aimed at helping consumers and advisers decide which product suits their specific needs. Providers also use the ratings to ensure they offer products to meet differing consumer demands.

Defaqto Group owns and operates Defaqto Limited and Defaqto Media Limited. Defaqto Group is backed by FF&P Private Equity Limited, the private equity division of Fleming Family & Partners, and Acuity Capital Management Ltd.