

THIS IS EXPORT. **THIS IS WALES.**

# MONEY 20/20 EUROPE 2025

Export Market Visit

2-6 June 2025

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# This is Export. This is Wales.

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Pierhead, Senedd and  
Wales Millennium Centre, Cardiff Bay

Wales is a self-governing constituent country of the UK and the Welsh Government is the devolved Government for Wales.

Devolved since 1999, the Welsh Government's decision-making powers within a small and joined-up country mean we can cut red-tape and act fast.

They also mean we are responsible for our own economic development, working with business to create a prosperous, green and equal economy.

Wales has a strong industrial heritage that has shaped our confident, creative and ambitious economy of today. We have strength in depth in advanced manufacturing, creative industries, energy and environment, financial and professional services, food and drink, life sciences, and technology.

Our commitment to sell Wales to the world has never been more focussed and this mission provides an ideal platform for us to build on established links and discuss future export opportunities.

Wales means business.



**Admiral Pioneer** is a new entity within the Admiral Group. Its objective is to seed, launch and scale new independent businesses, to positively impact society and solve long-term problems.



Admiral Pioneer isn't an incubator, the company is building a dynamic and energising environment which facilitates all the excitement and freedom of a start-up, with the support and stability of an established organisation. The aim is simple – build new businesses to meet customer needs in new and better ways.

Admiral Pioneer is building a portfolio of insurance and beyond insurance businesses designed around customer needs that will create meaningful diversification opportunities for Admiral Group.

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### Product/Service

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Admiral Pioneer focuses its work in three domains:

- **Mobility** – Within the Mobility domain, Admiral Pioneer have two businesses. Veygo, who provide temporary and learner driver insurance, and an investment in Wagonex a car subscription platform.
- **Future of work** – Future of Work domain has launched Toolbox by Admiral. This is an insurance product for Tradespeople.

– **Life changes** – Lifechanges domain is focused on helping people live longer, more financially sound lives and Admiral Pioneer are currently working on new projects in this area.

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### Objectives

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Understand trends in insurance and financial services; specifically interested in the growth of embedded insurance and finance.



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**ANNA** is the award-winning business account that also does your accounting and taxes. Founded in 2018 and headquartered in Cardiff, ANNA aims to help businesses thrive.

**ANNA**

As well as giving its customers a top-quality business account, ANNA provides services from company registration to tax filing – everything a small business needs to get started and grow with confidence.

ANNA is unique in that everything in the app is done through chat. Want to send an invoice or get an account summary? Just ask. If the highly-trained AI can't handle the request, customers are seamlessly passed onto the 24/7 customer support team in Cardiff.

ANNA believes in a no-nonsense approach, but it has always done things with a wink and a smile. The brand launched with an eye-catching and attention-grabbing 'miaowing' debit card to show that business accounts don't all have to look and sound the same.

Since the launch ANNA has grown steadily, supporting more than 100k UK SMEs with their financial admin and picking up an award or two along the way. ANNA aims to keep scaling, and continue helping the small businesses of Britain.

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## Product/Service

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The business account that does your taxes for you.

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## Objectives

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At Money 20/20 ANNA is looking to network with influential leaders in the worlds of banking, payments, AI, tech, fintech and commerce. Being part of the conversation is key in growing the brand and maintaining rapid growth. ANNA is keen to explore potential expansion to other markets, including the EU.



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**eyeDP** offers cutting edge RegTech orchestration capability, improving customer due diligence across all sectors.



Founded in 2024 the business is currently working with many high profile B2C and B2B organisations helping streamline their manual processes.

Based in Cardiff with a fully remote team, eyeDP provides innovative solutions of superior quality, service and value. All delivered with friendliness, passion, integrity, dedication and transparency, enabling regulated businesses to be more productive, stay ahead of the competition and be responsible.

### Product/Service

eyeDP is an AI-powered platform designed to simplify document verification and handling for businesses. The platform automates the process of validating, processing, and analysing documents, from bank statements to contracts, ensuring that businesses can streamline workflows, stay compliant, and protect customer data, all in real time.

Built with security at its core, eyeDP features end-to-end encryption and full compliance with global privacy regulations, such as GDPR. With real-time data insights, eyeDP helps businesses assess risks and make smarter decisions quickly.

The platform integrates seamlessly with existing systems, offering no-code

and low-code options that make setup simple. Whether you're in finance, gaming, or professional services, eyeDP is the smart, scalable solution for simplifying document processing and improving efficiency, security, and customer service.

### Objectives

Money 20/20 is a leader in the global payments events market, so the goal is simple; to meet with new distribution partners, source customers and identify potential complimentary service providers who may want to embed eyeDP solutions into their platform.



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