

Cheshire financial services company merges with Dutch consultancy

Posted by Simon Malia on 06 Nov 2014 in the Finance section of Bdaily.co.uk

Cheshire-based financial services company, Alexander Beard Group plc, and Bogaard Pensioen Consultancy B.V. of the Netherlands, are delighted to announce that they have completed the merger of their international benefits businesses.

The merged entity, to be named Alexander Beard International Benefits BV (ABIB) will have combined revenues of €1 million per annum and will be based in The Netherlands for regulatory purposes but will continue to operate through the two existing locations; combining back office and other overlapping functions whilst becoming an integral part of ABG's growing worldwide presence.

ABIB will continue to focus upon providing high quality employee benefit services, mainly to US based companies with operations in the UK and continental Europe, as well as serving the respective domestic markets. Over the next 6 months ABG will roll out its StaffChoice flex portal to Bogaard's Dutch based clients.

For the domestic pension and pension fund market, another area of expertise of Bogaard Pensioen Consultancy, the company will remain present in the Netherlands as a local tradename.

ABG's Founder and Executive Chairman Paul Beard said: "It has been my pleasure to have known Max and Bram Bogaard for some years now and we have been discussing the tie up for nearly 12 months.

"Whilst we have a number of international clients whose employees we serve in the UK and Bogaard's serve in the Netherlands and Belgium, this move gives the ABG brand, as a whole, a new presence in mainland Europe as well as increasing our combined offering both to existing clients as well as strengthening our proposition in an increasingly competitive market and we believe will be well received by our established U.S. network of professional connections who refer work to us."

Bogaard Pensioen Directors Max Bogaard said: "We are very excited about the cooperation with Paul Beard and the ABG people.

"The way ABG works with and for their clients perfectly fits our family company values. With the merge of our businesses we can provide our international clients the benefits of a worldwide operating business, while continuing our personal way of working.

"The combining of our back offices also provides us with the necessary economy of scale to further expand our local presence in the domestic pension and benefits market."