

NEW CEO ANNOUNCEMENT

Instinct Digital

Thursday, 7th July 2022

New CEO announced for Instinct Digital

LONDON, 7th July 2022 – The board of [Instinct Digital](#) is pleased to announce the appointment of Cassian Scott as the new Chief Executive Officer of Instinct with immediate effect. He succeeds Majid Shabir, founder of Instinct, who will remain on Instinct's board as non-executive deputy chairman and strategic ambassador. Mr Scott previously held the role of Chief Commercial Officer at Instinct.

"It has been a blessing to have the opportunity to be a founder and serve as the chief executive of Instinct for the past 17 years", says Majid Shabir. "Building and growing a business from scratch has been a life-changing experience. Against the backdrop of the 2007 global credit crunch and the COVID-19 pandemic of 2019, Instinct has remained strong and achieved milestones as the only investment communication platform that brings together investment firms and their clients in a digital age. I am excited for the future of Instinct and look forward to serving in my capacity as the non-executive deputy chairman and strategic ambassador alongside the board and Cassian Scott."

Mr Scott has over 25 years of experience in both financial services and technology management roles. He comes with considerable expertise leading organisations in EMEA and Asia. Before joining Instinct in 2020, he worked in senior management roles at Altus Group, the Royal Bank of Scotland, and Deutsche Bank.

"We are confident that Cassian will be instrumental in scaling and driving Instinct forward" says Michael Dobson, non-executive Chairman of Instinct. Michael Dobson is also chairman-elect of Berkeley Group and ex-chairman of Schroders. "Cassian has significant experience gained with both investment managers and financial technology providers and a solid foundation of multi-disciplinary skills that will be critical as we continue to scale up the Instinct business."

In response to his appointment, Mr Scott said "I am excited to lead Instinct on the next stage of its journey. Instinct is visionary, experienced and proven. To our clients, we are their expert, offering an engaged partnership to enable them to inspire their clients. I am looking forward to developing and growing the company further and fulfilling our mission of modernising the investment industry by making it accessible, intelligible and client centric."

Michael Dobson also commented "I would also like to use this opportunity to sincerely thank Majid Shabir for his vision and dedication, which has enabled Instinct to become the company it is today. I am delighted that Majid has been appointed deputy chairman and strategic ambassador. Instinct has been successful in combining investment management expertise with digital design and technology to deliver new solutions and alternative ways for investment firms to communicate in a digital age, building long term partnerships with investment managers in Europe and North America."



About Instinct Digital

Instinct is a design-led fintech firm that exists to simplify the complex world of investment communication.

We offer an integrated suite of reporting solutions that help investment firms digitally engage and communicate with their investors across marketing, sales and client services. Powering all our solutions is AMID, our digital-first investment communication platform, that brings investment firms and their clients together.

Digital to our core, we combine digital design and UX skills with deep investment management industry expertise. We challenge the status quo and deliver new perspectives and alternative ways for investment firms to communicate in a digital age.

Founded in 2003 and headquartered in London, we have built long term partnerships with investment managers in Europe and North America, including Schroders, BNY Mellon and Architas.

www.instinctdigital.io

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