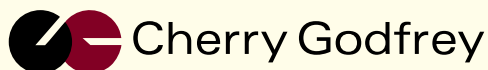




# 2024 Annual Report

Rooted in tradition  
Growing with purpose



GUERNSEY - JERSEY - ISLE OF MAN - ISLE OF WIGHT - SOUTHAMPTON





In a world where change is constant, Cherry Godfrey continues to evolve while staying true to our roots and traditional values.

As we reflect on 2024, we take pride in the strong foundations we have built - foundations that have allowed us to expand our reach, strengthen our business, and prepare for the next stage of our journey.

The past year has been one of strategic growth, marked by the opening of our Southampton office - our first step into the UK market. This significant milestone is a testament to the deep roots we have cultivated in our existing jurisdictions and sets the stage for our ambitious five-year plan for 2025–2030.

As we move forward, we are inspired by the element of 2024 - wood - which symbolises strength, renewal and the start of new

growth. Just as a seedling transforms into a mighty tree, Cherry Godfrey's journey is one of continuous development, driven by our commitment to exceptional service, trust and nurturing the solid groundwork we have laid.

With gratitude to our colleagues, customers and investors, we are excited to share our 2024 Annual Report and look forward to the opportunities that lie ahead and to another year of success, innovation and shared prosperity.



# Overview

## A message from our Chief Executive Officer and Chief Operating Officer

This report provides the highlights of our business activities for the calendar year ending December 2024.

2024 has been a year of significant progress, marking the beginning of an exciting new chapter for Cherry Godfrey. With strong roots firmly established across our existing jurisdictions, we have taken the bold step of expanding into the UK with the opening of our Southampton office, which is already flourishing across our product lines. This move represents not only growth, but also the first step in executing our five-year plan to deepen our customer relationships and enhance our service offerings.

Our growth is both upward and outward as we continue to invest in innovation, technology and operational efficiencies, ensuring that our customers receive the best possible service while we expand our product offerings and customer base across all areas of our lending, insurance and mortgage businesses.

At Cherry Godfrey, we believe that sustainable success is built on a solid foundation. Over the past year, we have strengthened our operations, invested in innovative technologies, and continue to prioritise our customer service - ensuring that as we grow, we do so with resilience and purpose.

The financial highlights of 2024 demonstrate the impact of these efforts. They are not just numbers; they represent the lives we impact, the communities we serve and the individuals and businesses we support.

**£159m**  
secured loan assets  
up £15 million  
from 2023

**15,639**  
live loans  
average loan size  
up to £7,248

**£124.6m**  
invested  
in our Loan Notes

- **Secured loan-related assets** have increased to £159 million, a rise of £15 million from 2023.
- **The number of live loans under management** has grown to **15,639**, reflecting the trust placed in us by our customers. (average loan size £7,248)
- **Our Loan Note portfolio** continues to thrive, with a total value of **£124.6 million** invested and over **2,700 Loan Notes established**.
- We continue to create a high-quality loan book across all five jurisdictions and all of our operations across Guernsey, Jersey, the Isle of Man, the Isle of Wight and Southampton are growing in line with, or above, expectations.
- With Grant Thornton's continued oversight as our Auditors, and JTC continuing their role as Trustee, our investors' security remains strong. There have been no issues raised in any of the quarterly reports, which serves to demonstrate the robustness of the Loan Note model.

As we move into 2025 and beyond, our focus will shift from expansion to optimisation - maximising the potential of our wide product portfolio, deepening relationships with our customers, and leveraging technology to enhance efficiency. Each of our jurisdictions is at a different stage in its growth journey, and our strategy will be tailored accordingly to ensure long-term success.

Rooted in strength, growth and resilience, like the trees that stand the test of time, we approach the future with confidence and determination. We are grateful for the continued support of our investors, colleagues and customers - together, we are building something truly enduring.

As always, we will provide a further update on our performance for the fiscal year, ending June 2025, at our annual drinks receptions held in each island. We look forward to seeing you all there again this year.



**Tanzy Cherry**  
Chief Operating Officer



**David Cherry**  
Chief Executive Officer



# Group Director of Lending Statement

Kieran Rose

Group Director of Lending

If trees could talk, they would tell you that growth is never a straight line. Sometimes, it is upwards and outwards, and other times, it's better to tend your roots, peel back the bark and take a good look at the trunk of your business. Healthy growth isn't always outward looking...

## Branching Out and Regulatory Changes

During 2024, we put away the **pruning shears** and sought growth in our **branch** network. Our existing **branches** continued to **blossom**, and we strategically allowed the **germination** of a new branch in Southampton. As winter died away in the Isle of Man, we **grafted** on a freshly-**spruced Cherry branch** in Douglas (**Pine**), right opposite **Conifer Bank**. We hope these **new branches** will **plant** us in just the right spots to attract greater footfall and will be **Poplar** with the local communities and businesses alike.

**Yew** may think that **branching** out while others are **cutting-back** is unusual. But when David and Selena **planted the seeds** of Cherry Godfrey in 1993, customer service was at the **stem** of every **shoot**. With new consumer regulation being formed for Jersey consumers, many retail finance providers have lost appetite and exited. This opens opportunity **Fir** us to concentrate on providing finance and services to the very communities that **feed and water** our local retail businesses.

*"Fools rush in"... I hear Yew say?* Perhaps for retail finance newcomers (that would be **conkers!**), but Cherry Godfrey was **planted** long ago in the crown dependencies. We're now well-rooted - standing like a proud **Oak** in

Guernsey and Jersey, and now **replanted** at our new site in the Isle of Man. With our **Elder** presence and strong regulator relationships, we believe this **Willow** enable us to navigate new legislation and continue providing payment options to local consumers.

## The Cherry Godfrey Arboretum

Cherry Godfrey's '**Hometree**' remains in Guernsey, with nearly half of our loan sales and ultimate control of the group originating here. We're proud to be the **Evergreen**, but we're focussed on deepening relationships and ensuring our services are accessible to the **grove** that is our Bailiwick - keeping local money moving around... locally!

Our Jersey branch is beginning to **blossom** and reach new heights. We've applied internal resource to reach parts of the market not yet fully aware of our diverse service and product suite. As our competitors exit and banks **prune** their appetite, Cherry Godfrey is ideally placed to **plant seeds** in those **thicket** gaps. We're grateful to both the JFSC and the States of Jersey for inviting our expertise during the **germination** of new legislation that best serves local consumers.

**Replanting** in Victoria Street, Isle of Man, shows our intent to **grow** market share from the **roots** of the island community.

Austerity and credit card withdrawals have left finances **creaking**, limiting economic **growth**. Our **replantation**, alongside strategic discussions with the Department of Enterprise and IOMFSA, has shaped our service offering to meet local demand.

A firm focus on strong communication and networking... That old **Chestnut!** No longer a **sapling**, the Isle of Wight business has **carved** its mark into our **trunk**. The team's enthusiasm spreads to the local community, yielding repeat business and referrals - not just from customers, but also from finance providers that have exited the market. Locals have clearly **twigged** that our team are here to listen, understand and deliver.

In late spring, we **planted** our newest **seedling** in Southampton High Street. **Fertilised** by Isle of Wight activities and banking sector gaps in the UK, we've added **timber** to this part of the business with a greater SME focus. This market offers huge opportunity, allowing Cherry Godfrey to be selective in our risk profile and support targeted areas in this neglected space.

As our **woodland** grows, I must mention **Hazel** Turvey and her collections team, who manage difficult cases with expert care. Their steady, sympathetic hands help ensure customers don't find themselves **Beeched**.

## Looking Ahead - From the Year of the Dragon to the Year of the Snake

If 2024, the Year of the Dragon, was about spreading out our **limbs** and **rooting** strong foundations, then 2025, the Year of the (**arboreal**) Snake, will be about adaptability, strategy, and making the most of **planted** opportunities.

Like the natural world, sustainable business isn't about **forcing growth**, it's about knowing when to expand, when to strengthen your **trunk** and when to **prune**. With a wide product portfolio, an expanded customer base and a focus on smarter, tech-driven efficiencies, we're perfectly placed to maximise what we've built. Like nurturing a finely trimmed **Bonsai**, we'll seek to optimise the sum of all our parts and **log** the greatest performance that we're always **Pine-ing** for.

**Out into the woods we go, with strong roots intact!**





"Our success is built on a solid foundation - As we enter a new chapter, we remain committed to growing with purpose, serving with excellence, and staying true to who we are."

**Kieran Rose**  
Group Director of Lending

## Core principles





# Group Director of Insurance Statement

**Ian Stewart**  
Group Director of Insurance

**Insurance is a business built on trust, and at Cherry Godfrey, that trust is rooted in expertise, customer service and a commitment to delivering the right solutions for our clients. 2024 has been another year of expansion and progress, driven by our people, our values and our ability to adapt to an evolving insurance landscape.**

## A Year of Strong Performance Across All Jurisdictions

Despite a challenging global insurance market, with rising premiums and some insurers withdrawing from the Channel Islands, Cherry Godfrey has continued to strengthen its position and expand its reach:

- Our general insurance book grew by 10%, reflecting both new business and strong retention.
- Guernsey's commercial insurance book saw a 17% increase, reinforcing our reputation as a trusted partner for businesses.
- The Isle of Man's general insurance book surged by 33%, marking another year of outstanding performance.
- Across all insurance divisions - including mortgage and life - our portfolio expanded by 15%, demonstrating the growing demand for our full-service financial solutions.
- Total general insurance income reached £1.83 million, with gross written premiums approaching £9 million.

These results highlight our resilience and the trust our clients place in us. But beyond the numbers, our mission remains clear: to protect what matters most to our clients

- their homes, businesses, livelihoods and futures.

## Protecting What Matters – Putting Customers First

At Cherry Godfrey, we are more than just an insurance broker - we are a trusted partner in navigating the insurance market and securing the coverage that works best for each client. Whether it's protecting personal assets, securing a business, or ensuring financial stability, we approach every policy with care, expertise and a customer-first mindset.

As the industry shifts towards automation and impersonal online platforms, we remain dedicated to the human touch - offering expert guidance and tailored solutions that set us apart.

## Expanding Our Reach – The Next Chapter for Cherry Godfrey Insurance

2023 was a milestone year, with the successful launch of our Isle of Wight insurance office, bringing our full suite of services to the island. In 2024, we have built on that success, further expanding into Southampton and deepening the integration of insurance, mortgage and lending solutions to create a seamless financial experience for our clients.

## Growing with Purpose – The Power of Personal Service

With strong foundations and an expanding portfolio, Cherry Godfrey enters 2025 ready to seize new opportunities. Our approach is guided by strategic growth, adaptability and an unwavering focus on our customers.

We will continue to: Strengthen our relationships with insurers, ensuring the best possible coverage and service for our customers. Develop our teams, fostering professional growth and leadership in an evolving sector. Expand our offerings, making insurance more accessible, transparent and tailored to client needs.

At Cherry Godfrey, protecting what matters is more than just a service - it's our promise. Our reputation is built on trust, exceptional service and traditional values - qualities that are becoming increasingly rare in today's world. As we continue to grow, we remain committed to keeping people at the heart of everything we do.

**With such deep roots in place, the question is not whether we will grow – it's how far our branches can reach.**

**10%**  
insurance  
book  
growth

**£1.83m**  
general  
insurance  
income





# Loan Portfolio

Average Advance to Customers in 2024:

**£7,248**

Bad Debt as Percentage:

**0.60%**

Total Value of Secured Assets:  
(Customer Loans, plus Cash at Bank  
minus Bad Debt)

**£159m**

Number of Loans Written in 2024:

**10,055**

Number of Loans Under Management

**15,639**

Loan Amount  
Advanced in 2024:

**+£72m**  
(Actual: £72,871,718)



# Financial Highlights

- Annual income generated from lending has grown by an impressive 17.01%, reaching **£17.2m**.
- Our arrears ratio for bad debt remained low at **0.60%**.
- Although marginally higher than in previous years, this is as to be expected with our growth trajectory, and is significantly below Cherry Godfrey's long-term financial modelling, which has been based on a bad debt ratio of **1.35%**.
- Total general insurance income earned reached over **£1.83 million**, with gross written premium handled approaching **£9m**.
- We continue to focus on the quality of our **key credit assessment functions, due diligence, underwriting precision and internal monitoring** to ensure we are always improving future performance and retain our low-risk loan portfolio.

## New Loans Notes Issued

514

## Total Loan Notes Established

2,704

## Number of Investors

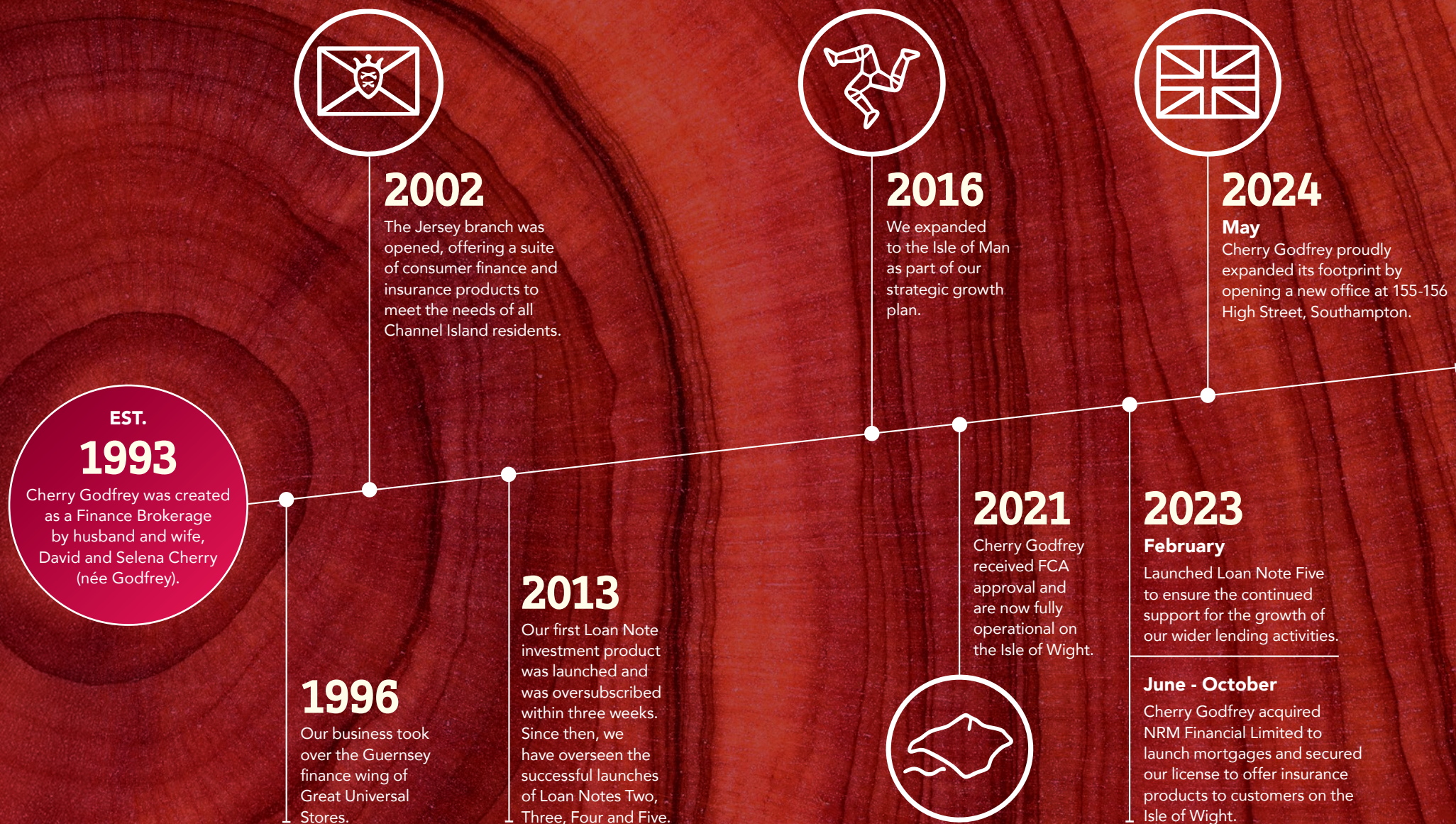
1,184

## Value of Established Loan Notes

£124,622,517



# Our History





# Southampton

## Expanding Our Reach – Southampton Joins the Cherry Godfrey Family

In May 2024, Cherry Godfrey proudly expanded its footprint by opening a new office at 155-156 High Street, Southampton. This marks a significant step in our long-term vision of bringing trusted financial solutions to a wider audience while maintaining the personal, customer-first approach that defines Cherry Godfrey. Southampton, with its rich maritime and business heritage, provides the ideal location for growth. Our new jurisdiction extends our comprehensive suite of financial services, including finance, insurance and mortgage products, into a thriving community that values both innovation and tradition.

### A Strong Team, A Strong Future

At the heart of this expansion is Stuart Kelly, Director, and Jon Stacey, Senior Lending Representative, who have played a key role in driving Southampton's success since its launch. Both bring a wealth of experience in financial services and customer relationship management, ensuring that every client benefits from expert guidance and a tailored approach. Their leadership has been instrumental in establishing Cherry Godfrey's presence in the region and fostering strong relationships with customers and business partners alike.

We are also delighted that Kelly Burke has moved to our Southampton office. Previously leading the way as Commercial Insurance Broker for the Isle of Wight, Kelly brings a wealth of industry experience and a deep understanding of commercial client's needs. His expertise will be instrumental in driving

the growth of our commercial insurance division in the UK market, ensuring that businesses receive the same expert guidance and personal service that define Cherry Godfrey.

COO Tanzy Cherry commented; "Since opening, we have already built strong partnerships on the retail finance side, embedded ourselves with the local business community and have an ever-growing strong mortgage and life book. This momentum reflects the demand for a financial services provider that combines expertise with a personal touch. No matter how much we grow, we will always maintain the traditional family values and dedication to our clients for which we are known".

### Guiding Growth with Strong Leadership

Andrew Tapsell, Managing Director, and Sarah Alabie, Insurance Director, on the Isle of Wight have both been actively overseeing and supporting the fantastic team in place, ensuring that Southampton continues to thrive across all product lines.

Andrew's expertise in lending and financial services, combined with Sarah's deep knowledge of the insurance sector, provides a strong foundation for the office's continued growth. Their involvement ensures that Southampton benefits from the same high standards of service, efficiency and customer care that have made the Isle of Wight such a success story.

### Progress and Promise


With a strong foundation in place, our approach to UK expansion remains measured and strategic. We continue to evaluate all opportunities carefully, ensuring that growth is backed by a strict, risk-based approach and stringent underwriting processes.

Now, almost a year since its launch, the Southampton office is thriving, delivering exceptional results across all product lines. Our dedicated and experienced team has firmly embedded Cherry Godfrey in the local market, establishing strong relationships with customers and business partners alike.

### Looking to the Future

Southampton represents the next natural step in Cherry Godfrey's evolution. As we continue to grow, our focus remains on strengthening relationships with businesses and individuals seeking trusted financial solutions, developing our team and ensuring that we deliver the highest levels of service.

With an exceptional team, strong partnerships and a thriving customer base, we are excited about the opportunities ahead. Southampton is only the beginning, and as always, we look to the future with optimism, ambition and a commitment to doing the very best for our customers.



"No matter how much we grow, we will always maintain the traditional family values and dedication to our clients for which we are known."

**Tanzy Cherry**  
Chief Operating Officer



# 5 Year Plan 2025 to 2030

## Building on Strong Foundations

Cherry Godfrey has spent the past several years laying the groundwork for sustainable expansion. As we look ahead to 2025-2030, our focus shifts towards driving profitable growth. With strong foundations in place across all our jurisdictions, the next phase of our journey is about maximising potential, deepening customer relationships and optimising every part of our business for long-term success.

### Maximising Opportunities in Our Existing Jurisdictions

Rather than rapid expansion into new territories, our strategy for the next five years will centre on strengthening our existing operations. Each jurisdiction presents unique opportunities, and we will focus on expanding our customer base, increasing market penetration and refining our service offerings.

Our approach will be twofold: attracting new customers while maximising the lifetime value of our existing clients. Through a dedicated customer engagement strategy, we will ensure that more of our customers benefit from our full suite of financial solutions; spanning loans, mortgages and insurance products.

### Strategic Expansion of Our Offices

Guernsey underscores the success of our business model and dedication to providing trusted and accessible financial services to local people and businesses. We remain focused on nurturing our well-established head office in Guernsey and its loyal customer base.

While all jurisdictions will continue to grow, we will place particular emphasis on the Isle of Wight and Southampton. As our newest additions, they present significant opportunities for expansion and will be key areas of focus. Their early success has demonstrated a strong demand for Cherry Godfrey's trusted approach to financial services, and we will continue to invest in these locations to ensure sustained growth.

Similarly, Jersey and the Isle of Man offer considerable untapped potential, and our strategy will involve deepening our presence in these markets. Whether through targeted marketing, expanding our teams, or refining our product offerings, we will ensure that every office is positioned for long-term success.

### Enhancing Customer Experience Through Innovation

Technology and customer experience will play a central role in our five-year plan. As financial services continue to evolve, we will leverage digital advancements to improve efficiency, streamline operations and enhance our service levels.

From refining our online platforms to introducing smarter, more intuitive processes, our goal is to make it even easier for customers to access and manage their financial solutions. However, while we embrace innovation, our core values will remain unchanged - personal service, trust, and a commitment to putting our customers first.

### A Sustainable and Profitable Future

Above all, the next five years will be about growing responsibly and profitably. Every decision we make will be guided by long-term sustainability, ensuring that our expansion is both strategic and financially sound. By balancing growth with efficiency, strengthening our core jurisdictions, and enhancing customer engagement, Cherry Godfrey is poised to build on its success and continue delivering exceptional financial solutions across all of our markets.

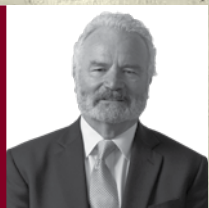
As we embark on this next chapter, our vision remains clear: to be the financial services provider of choice in each of our jurisdictions, delivering trusted, high-quality solutions that meet the evolving needs of our customers.

**"With a strong foundation, a focused strategy, and an unwavering commitment to excellence, the future for Cherry Godfrey is brighter than ever."**

**David Cherry**  
Chief Executive Officer



# Board of Directors



**David Cherry**  
Chief Executive  
Officer



**Tanzy Cherry**  
Chief Operating  
Officer



**Selena Cherry**  
Director



**Janis Pozdnakovs**  
Group Finance  
Director



**Kieran Rose**  
Group Director  
of Lending



**Ian Stewart**  
Group Director  
of Insurance



**Graham Thoume**  
Group Director  
of Operations



**Hazel Turvey**  
Group Director  
of Collections



**Kevin Farrington**  
Isle of Man  
Director



**Alexie McGrath**  
Isle of Man  
Insurance Director



**Richard Le Ruez**  
Jersey Mortgage  
& Life Director



**Nigel Quick**  
Jersey  
Managing Director



**Sarah Alabie**  
Isle of Wight  
Insurance Director



**Stuart Kelly**  
Isle of Wight  
Director



**Andrew Tapsell**  
Isle of Wight  
Managing Director



**Nathan Maddocks**  
Isle of Wight  
Director



**Ian Campbell**  
Non-Executive  
Director



**Simon Howitt**  
Non-Executive  
Director



**John Hunter**  
Non-Executive  
Director



**Andrew Moore**  
Non-Executive  
Director



**John Mould**  
Non-Executive  
Director

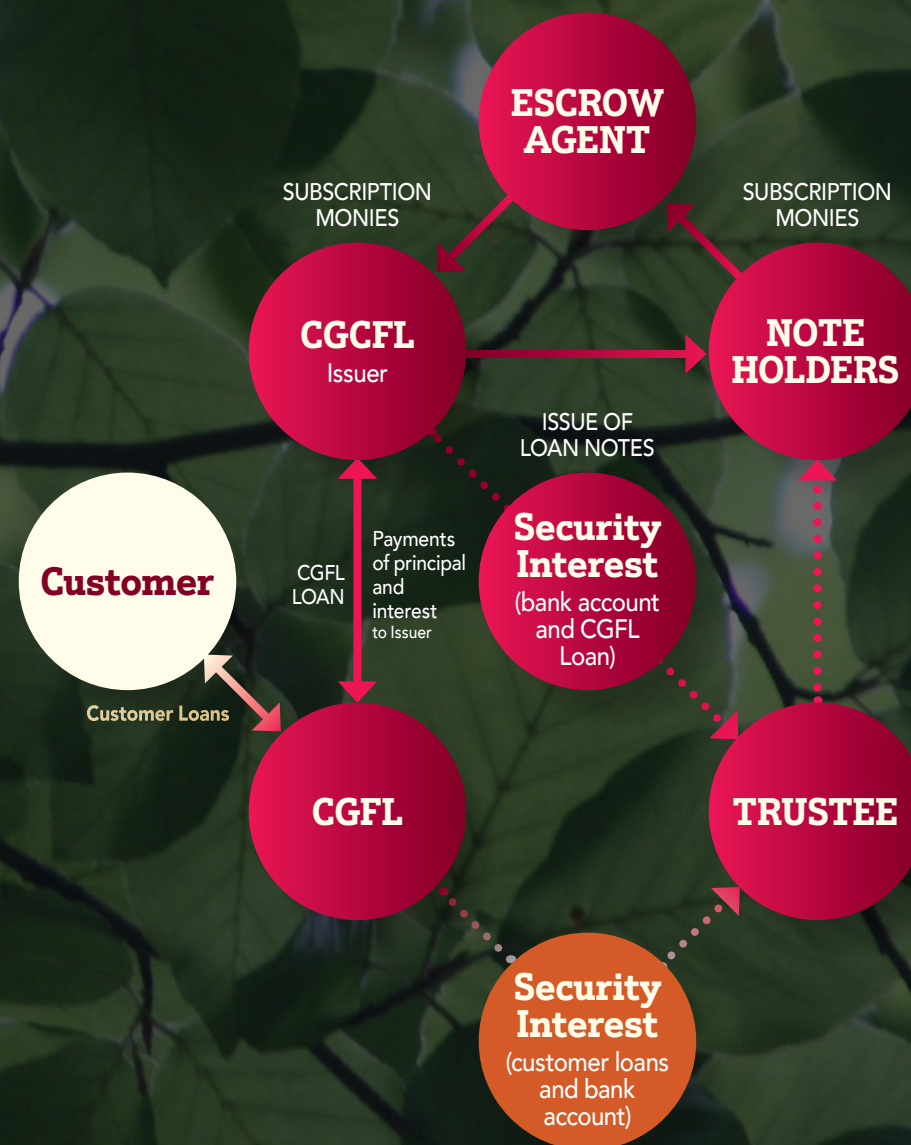


# The Corporate Structure and Provision Security

Initially, your invested funds are cleared through the banking system into the relevant consumer funding companies. From there, the funds move to Cherry Godfrey Finance who provide and manage consumer loans for clients.

All loans provided by Cherry Godfrey Finance to our customers are immediately assigned to the trustee under the security arrangement. Likewise, all related bank accounts are also assigned to the trustee.

It is from interest earned on the loans that your interest return is generated and the related costs of running the Loan Notes are met.







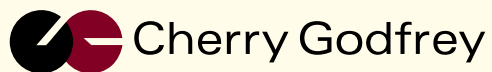
# Advisors

Babbé and Appleby continue to provide oversight for the legal aspect of each Channel Island Loan Note, with Cains providing legal services in the Isle of Man. JTC, one of the Channel Island's largest trust companies, are responsible for holding the assets on behalf of investors. Grant Thornton undertakes our external audit on a quarterly basis, ensuring that assets under trust always exceed funds invested.

This information does not constitute an offer, or an invitation to purchase securities. Investors should not purchase or subscribe to any securities referred to in this publication except on the basis of information contained in the prospectus which is available to download at [cherrygodfrey.com/Personal/Investment](http://cherrygodfrey.com/Personal/Investment). Investment in any Cherry Godfrey Consumer Funding company is not a deposit. Investment in any Cherry Godfrey Consumer Funding company does not fall within the scope of any Banking Deposit Compensation Scheme in Guernsey, Jersey or in the Isle of Man and accordingly any loss of investment in any Cherry Godfrey Consumer Funding company is not eligible for compensation under those schemes. Issued by Cherry Godfrey Consumer Funding II Limited reg no 55039, Cherry Godfrey Consumer Funding III Limited reg no 55040, Cherry Godfrey Consumer Funding (IOM) Ltd reg no 013752V. Cherry Godfrey Consumer Funding V Limited is licensed by the Guernsey Financial Services Commission. Registered in Guernsey No 70822. Registered Office: No. 1 Fountain Street St. Peter Port Guernsey GY1 4AQ. Contact [investment@cherrygodfrey.com](mailto:investment@cherrygodfrey.com)







GUERNSEY - JERSEY - ISLE OF MAN - ISLE OF WIGHT - SOUTHAMPTON