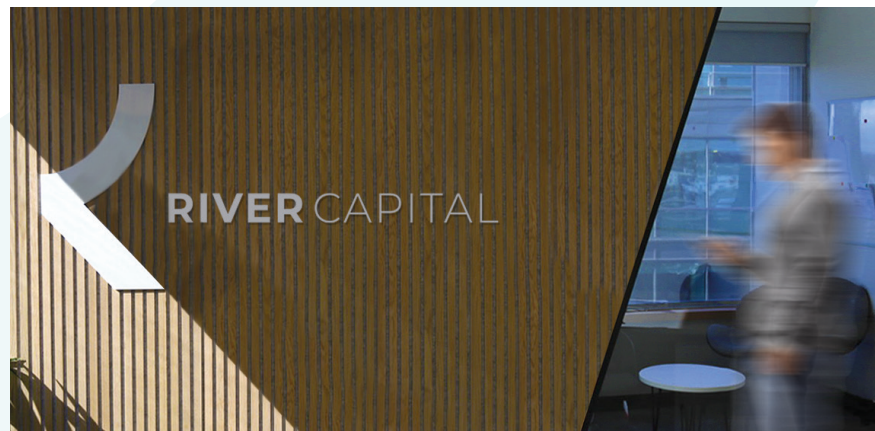




River Capital to be new name and look for North West fund manager

September 2022



As part of ongoing growth plans, Liverpool-based Alliance Fund Managers has undergone an exciting brand refresh and will now be known as River Capital.

The rebrand is accompanied by a relocation to new premises, with the business moving from its previous Exchange Court offices to modern facilities at the Plaza in Liverpool's commercial district.

The new name and office move is complemented by a new logo, social presence, and website - www.rivercapitaluk.com.

The changes reflect the business's desire to build on its impressive achievements over the past 20 years. Having been established in 2002 as a subsidiary of the Merseyside Special Investment Fund (MSIF), the company has made a significant contribution to the regional economy, supporting over 2,000 businesses, investing £163m and creating or safeguarding 14,000 jobs in the Liverpool City Region (LCR).

To date the majority of the funding has been provided through MSIF. Building on its success in managing these funds, it has and increasingly continues to secure funds from other clients including British Business Bank, the LCR Combined Authority and other private sector investors.

The new brand will support this objective, repositioning the business in the market to support its ongoing evolution, providing the fund management business with its own identity distinguished from MSIF.



current MSIF funds, nor will there be any changes to the funds it currently manages for its other clients. However, in enhancing its offerings, River Capital expects to make further major announcements soon regarding new and revised availability of funds to support regional SMEs.

River Capital CEO Mark Borzomato said:

“I’m genuinely excited for the future of River Capital. The repositioning provides a framework for us to expand the funds we manage and better meet the needs of businesses.

Our core market, SMEs, remain the backbone of the UK economy, accounting for over 60% of employment and 50% of the turnover of the UK private sector. Access to finance for these 5.5 million businesses is key to their continuing growth, particularly at a time when small business owners and entrepreneurs are facing unprecedented challenges.

Alternative sources of capital, creative approaches to investment and proactive support such as that provided by River Capital are key to their ongoing success. The team at River Capital has a track record of success and a huge depth of experience and knowledge in working with businesses through such challenges to enable them to flourish. We provide hands on flexible support to our investments and look forward to expanding our offering under our new brand and working with many more great entrepreneurs and ambitious businesses looking to grow and scale up.”

MSIF Chairman John O’Brien said:

“Over the past 20 years the close relationship between MSIF and River Capital has proved advantageous for the LCR with more than 2,000 businesses receiving funding and support.

We’re proud to see River Capital develop its own identity as the next stage of its development to enable them to provide further support to businesses.

MSIF’s core mission remains unchanged - it remains fully committed to supporting the success of the LCR by creating an environment where local SMEs can prosper and be at the heart of the region’s long-term growth plans. We therefore look forward to continuing our relationship with River Capital who will continue as fund manager on behalf of MSIF in delivering its objectives whilst also looking to broaden their offerings further.”

Visit our brand new website at:

www.rivercapitaluk.com



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