# Sends wins dual top awards at International Business Magazine Awards 2025



Sends, the London-based fintech company, has recently achieved significant recognition at the International Business Magazine Awards 2025, securing top honours in two prominent categories: Best Alternative Banking Platform and Leading Financial Services Provider in the UK. These awards are highly regarded within the financial services sector, known for their rigorous evaluation process encompassing expert analysis, industry research, and direct customer feedback. This dual accolade underscores Sends’ consistent delivery of innovative and competitive financial products.

The Best Alternative Banking Platform award celebrates institutions that effectively bridge the gap between traditional banking frameworks and modern fintech innovations, focusing on creating user-friendly, secure, and scalable platforms. This accolade reflects Sends’ commitment to providing comprehensive solutions that cater to both individual and business users. Meanwhile, the recognition as the Leading Financial Services Provider highlights the company's excellence across a wide array of financial services, including payment solutions, digital wallets, regulatory compliance, and customer experience.

Alona Shevtsova, CEO of Sends, expressed the company’s pride in receiving these distinctions. She emphasised that the awards validate the dedication and forward-looking approach her team brings to the industry. Shevtsova stated, "At Sends, we remain focused on delivering creative and effective solutions that meet the needs of our customers while upholding the highest standards of service, compliance, and trust." This sentiment reflects Sends’ broader mission, which since its establishment in 2017 as an FCA-authorised Electronic Money Institution, has been to enhance the banking experience by offering a functional alternative to traditional bank accounts.

Beyond the International Business Magazine Awards, Sends' momentum in the fintech industry is also illustrated by additional recent accolades. For instance, the company was named Highly Commended Fintech Scale-up of the Year at the Fintech Awards London 2025, an event that recognises rapid growth and impactful innovation within the sector. Further recognising Sends’ innovation, Pan Finance Magazine awarded the company as the Best WealthTech Platform for NeoBanks in the UK during its Q2 2025 awards, signifying its role in advancing the evolution of banking and payment technologies.

These recognitions collectively depict a fintech firm on a robust expansion trajectory. Notably, Sends has recently expanded its product offerings with the launch of digital payment cards for personal accounts in June 2025, marking a strategic move to enhance service accessibility and convenience. The company's achievements and product advancements position it strongly for continued international growth and deeper collaboration within the financial services industry.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.newsfilecorp.com/release/257427/Alona-Shevtsova-on-Sends-Dual-Honours-at-the-International-Business-Magazine-Awards-2025), [[2]](https://intlbm.com/award-winners-2025/)
* Paragraph 2 – [[1]](https://www.newsfilecorp.com/release/257427/Alona-Shevtsova-on-Sends-Dual-Honours-at-the-International-Business-Magazine-Awards-2025)
* Paragraph 3 – [[1]](https://www.newsfilecorp.com/release/257427/Alona-Shevtsova-on-Sends-Dual-Honours-at-the-International-Business-Magazine-Awards-2025)
* Paragraph 4 – [[3]](https://www.fintechawardslondon.com/2025-awards/), [[4]](https://www.globenewswire.com/news-release/2025/06/25/3104835/0/en/Pan-Finance-Magazine-Announces-the-Q2-Release-and-Award-Winners-of-2025.html), [[5]](https://www.globenewswire.com/news-release/2025/06/25/3104835/0/en/Pan-Finance-Magazine-Announces-the-Q2-Release-and-Award-Winners-of-2025.html), [[6]](https://www.globenewswire.com/news-release/2025/06/25/3104835/0/en/Pan-Finance-Magazine-Announces-the-Q2-Release-and-Award-Winners-of-2025.html), [[7]](https://www.globenewswire.com/news-release/2025/06/25/3104835/0/en/Pan-Finance-Magazine-Announces-the-Q2-Release-and-Award-Winners-of-2025.html)
* Paragraph 5 – [[1]](https://www.newsfilecorp.com/release/257427/Alona-Shevtsova-on-Sends-Dual-Honours-at-the-International-Business-Magazine-Awards-2025)

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## Bibliography

1. <https://www.newsfilecorp.com/release/257427/Alona-Shevtsova-on-Sends-Dual-Honours-at-the-International-Business-Magazine-Awards-2025> - Please view link - unable to able to access data
2. <https://intlbm.com/award-winners-2025/> - The International Business Magazine has announced the winners of its 2025 awards, with Sends being recognised as the Best Alternative Banking Platform and Leading Financial Services Provider in the UK. The awards are based on a set of technical criteria carefully analysed to evaluate the performance of global institutions. Candidates were assessed by a panel of experts from various fields, alongside a judging committee that selected the final winners. Sends secured the highest voting percentage in the mentioned categories, reflecting the public’s trust in its digital services and products.
3. <https://www.fintechawardslondon.com/2025-awards/> - The Fintech Awards London 2025 recognised Sends as a highly commended Fintech Scale-up of the Year. The awards celebrate innovation and excellence in the fintech sector, highlighting companies that have demonstrated significant growth and impact in the industry. Sends' recognition underscores its rapid expansion and the effectiveness of its financial products and services.
4. <https://www.globenewswire.com/news-release/2025/06/25/3104835/0/en/Pan-Finance-Magazine-Announces-the-Q2-Release-and-Award-Winners-of-2025.html> - Pan Finance Magazine announced its Q2 2025 award winners, including Sends as the Best WealthTech Platform for NeoBanks in the United Kingdom. The awards recognise companies that have demonstrated exceptional performance and innovation in the financial technology sector, highlighting their contributions to the evolution of banking and payments.
5. <https://www.globenewswire.com/news-release/2025/06/25/3104835/0/en/Pan-Finance-Magazine-Announces-the-Q2-Release-and-Award-Winners-of-2025.html> - Pan Finance Magazine announced its Q2 2025 award winners, including Sends as the Best WealthTech Platform for NeoBanks in the United Kingdom. The awards recognise companies that have demonstrated exceptional performance and innovation in the financial technology sector, highlighting their contributions to the evolution of banking and payments.
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