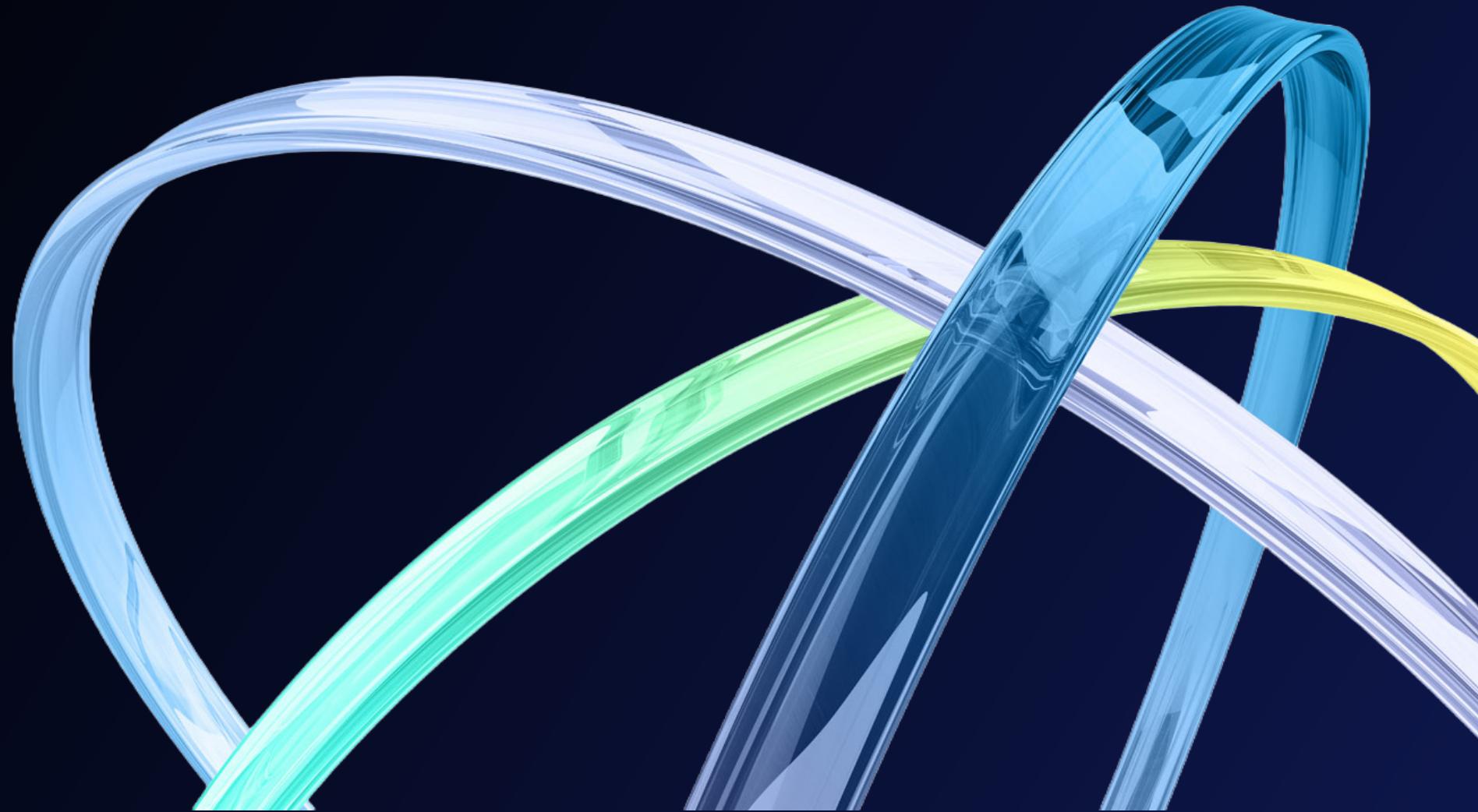




Annual Report 2024



Contents

SECTION 1

- Vision and mission » 03
Welcome from the Chair and CEO » 04

SECTION 2

- 2024 breaking through » 07

SECTION 3

- Capacity building on a global scale » 12

SECTION 4

- Building collaboration » 17

SECTION 5

- Looking forward to 2025 » 22

SECTION 6

- Financial results » 27

Vision and mission

Our vision is to build trust in the digital world by raising standards in the global cyber security industry.

Our mission is to build and elevate capability, capacity, consistency and collaboration in the global cyber security industry through services that nurture, measure and enhance the performance of individuals and organisations.

Welcome from the Chair and CEO

We are pleased to introduce the 2024 annual report, marking another pivotal year for CREST and the global cyber security community we serve.

Cyber security continues to rise in complexity, with rapid technological advances and a worsening threat landscape presenting serious challenges for governments, businesses, and individuals. At the same time, demand for trusted cyber security providers and professional standards has never been greater. CREST exists to meet this need – as a not-for-profit, we are uniquely positioned to invest in the long term, working with our members and stakeholders to improve quality, strengthen capability, and grow the cyber workforce globally.

2024 was a year of visible progress and global impact. We advanced our mission on multiple fronts – from championing professional standards in a number of new countries to re-imagining our accreditations and transforming how we deliver exams. Our work reflects the strength of our members, the dedication of our team, and the ongoing support from governments and industry leaders who share our vision.

SECTION 1

One of our most significant achievements was the **successful roll-out of our new global practical exam model**. This included enhanced technology and partnerships enabling delivery to over 140 countries, and the launch of official CREST training materials to better support candidates. Modern, enjoyable (but still challenging) CREST exams are now accessible on a global scale, allowing professionals to build skills and earn recognition in more locations than ever before. Our award-winning CREST Registered Penetration Tester exam and the introduction of Credly digital credentials further reinforced the success and visibility of the transformation. We continue to support CREST members with significant discounts on exams as well as offering reductions to those based in lower income countries.

Our strategy embedded the concept of **cyber workforce professionalisation** as our view of **the future of assessing, monitoring and supporting individual development** and career progression. We reached an important milestone in this effort in 2024 when we became a licensed body for the UK Cyber Security Council, enabling CREST to award Chartered and other professional titles. This affirms our role in driving the professionalisation of the cyber workforce – both in the UK and as a model for global adoption.

In parallel, we launched **a new era for our company accreditations**, the backbone of our quality assurance offering – this ushered in a refreshed and more accessible approach to our standards, making them public for the first time. This went hand-in-hand with our new Pathway Model designed to help organisations progress towards CREST's gold standard of membership and accreditation over time. This structured progression route supports our community at every stage of their maturity and is a key component of our mission to build more, stronger cyber service providers to meet the increasing global demand for quality.

Building on the new Pathway model and published standards, we are particularly proud of the success of the new **CREST Cyber Accelerated Maturity Programme (CREST CAMP)**, a capacity-building programme that has brought together 14 national authorities and over 30 member mentors to support emerging cyber businesses. CREST CAMP has been funded by the UK's Foreign, Commonwealth and Development Office (FCDO), the European Bank for Reconstruction and Development (EBRD) and Australia's Department of Foreign Affairs and Trade (DFAT). With new partnerships, accelerated progression of companies towards accreditation and expanded training access, CREST CAMP is helping shape sustainable local ecosystems in a unique way – local people working for local companies, providing services at locally affordable prices.

SECTION 1



Rowland Johnson
INTERNATIONAL
COUNCIL CHAIR



Nick Benson
CHIEF EXECUTIVE
OFFICER

Our international engagement also grew substantially. CREST was granted stakeholder status at the United Nations Open-Ended Working Group on cyber security and contributed on multiple occasions to global policy dialogue particularly on the role of non-profits in the future permanent mechanism being developed to commence in 2026. We also increased our influence and visibility through a strengthened communications strategy, member newsletters, major industry events, and record growth in our online community.

In 2024 we exceeded 400 members, welcoming over 70 new member organisations – extending CREST's reach and reinforcing our role as the global standard for trusted cyber security providers.

As we enter the final year of our 2023–2025 strategy, we remain focused on embedding the changes we've made, scaling our impact, and continuing to evolve alongside the needs of our members and the sector at large.

We are grateful for the continued support of our global community. Together, we are building a stronger, more professional cyber security industry – and a safer digital world for all.

2024 breaking through

Global government engagement expanding our reach and influence

CREST's impact as a standard setter is underpinned by the cyber community, and those that consume cyber services, knowing about the benefits of CREST's standards.

Our communication and engagement efforts are therefore pivotal and reached new heights in 2024. Our LinkedIn activity alone generated over 1 million views and we increased our following by over 25%. We distributed around a $\frac{1}{4}$ million emails, published The Wave, our new global newsletter and worked hard to promote our members' services wherever the opportunity arose.

Engaging the buying community through cyber leaders forums

To further shape the conversation around procuring cyber security services, we re-launched our regional Cyber Leaders Forums. These gatherings bring together industry leaders who buy cyber services, typically CISOs, to better understand their needs and issues. This in turn has enabled us to work with members to develop how they are presented to potential buyers on our website and reduce friction in the process.

SECTION 2

Enhancing member visibility

A consequence of the successful growth in CREST's membership is the need to find ways for members to show their unique qualities and stand out from the crowd.

Responding to this, we introduced the first phase of developments on our website, providing enhanced filtering and presentation in our member listing. This is helping buyers navigate to the most relevant and qualified providers—showcasing our members' strengths with greater clarity and precision.

Championing standards, globally

CREST continued to reinforce its position as a global leader in setting rigorous and trusted cyber security accreditation standards. Through close engagement with international partners, governments, and regulators, we promoted the wider adoption of CREST standards across jurisdictions. Our efforts have supported greater consistency and comparability across borders, helping to raise the overall standard of cyber security capability.

Showing the world the quality of our member companies is a global effort. By building relationships with national authorities globally and meeting their needs through CREST standards, we in turn open up markets for our members to offer services in. We have active and ongoing relationships across the globe including:

Championing standards, globally



Ghana



Dubai

ISAA | Information Systems
Agency of Armenia

Armenia



MINISTRY OF HIGH-TECH INDUSTRY
MILITARY-INDUSTRIAL COMMITTEE
REPUBLIC OF ARMENIA

Armenia



Sultanate of Oman
Ministry of Transport &
Communications
Oman

NCSA
National Cyber Security Agency

Thailand

NC4
A secure cyberspace for Kenya and its people

Kenya

لوكاله الوطنية للامن السيبراني
National Cyber Security Agency

Qatar

المركز الوطني للأمن السيبراني
NATIONAL CYBER SECURITY CENTER

Bahrain



NATIONAL CYBER
SECURITY CENTRE

Lithuania



عمان الرقمية
e.oman

Oman

 UK Government

United Kingdom

SECTION 2



Published standards

We developed and published new accreditation standards for several key service areas, including Penetration Testing, Vulnerability Assessment, Incident Response, Incident Exercising, and Security Operations Centres. These standards are practical, proportionate, and outcome focused. They provide clarity for service providers and assurance for buyers, while helping to ensure that CREST continues to raise the bar for quality and professionalism across the industry. Each standard was shaped in collaboration with our members and discipline communities, giving practitioners a strong voice in defining what good looks like and driving continual improvement.

SECTION 2

A new pathway for cyber businesses

We introduced a structured Pathway Model designed to help cyber businesses develop in a scalable and guided way. This model provides options for organisations at every stage of development, from early growth through to full CREST Membership and Accreditation. It has been carefully built to ensure both global applicability and local relevance, helping companies navigate their journey with confidence, regardless of their size or location.



Capacity building on a global scale

International capacity building is the mechanism by which the global community supports the uplift of cyber security around the world, recognising that helping international partners to be more secure in turn enhances the nation's own security. We contributed to international capacity building by adapting our model to recognise that not every country is immediately ready to implement or mandate CREST standards.



CREST CAMP, developed and launched in 2024, enables cyber security service providers and training institutions to work towards and meet CREST's globally recognised standards, delivering scalable, donor-funded maturity acceleration. With over 60 companies and training centres engaged across 14 countries, CREST CAMP has already directly strengthened the technical, procedural, and institutional maturity of cyber service providers, across both low- and high-income countries.

In our recent intervention at the UN Open-Ended Working Group (OEWG) on ICTs we drew on CREST CAMP as a unique case study targeting the uplift of the private sector as an area historically under-invested in but critical to national cyber.

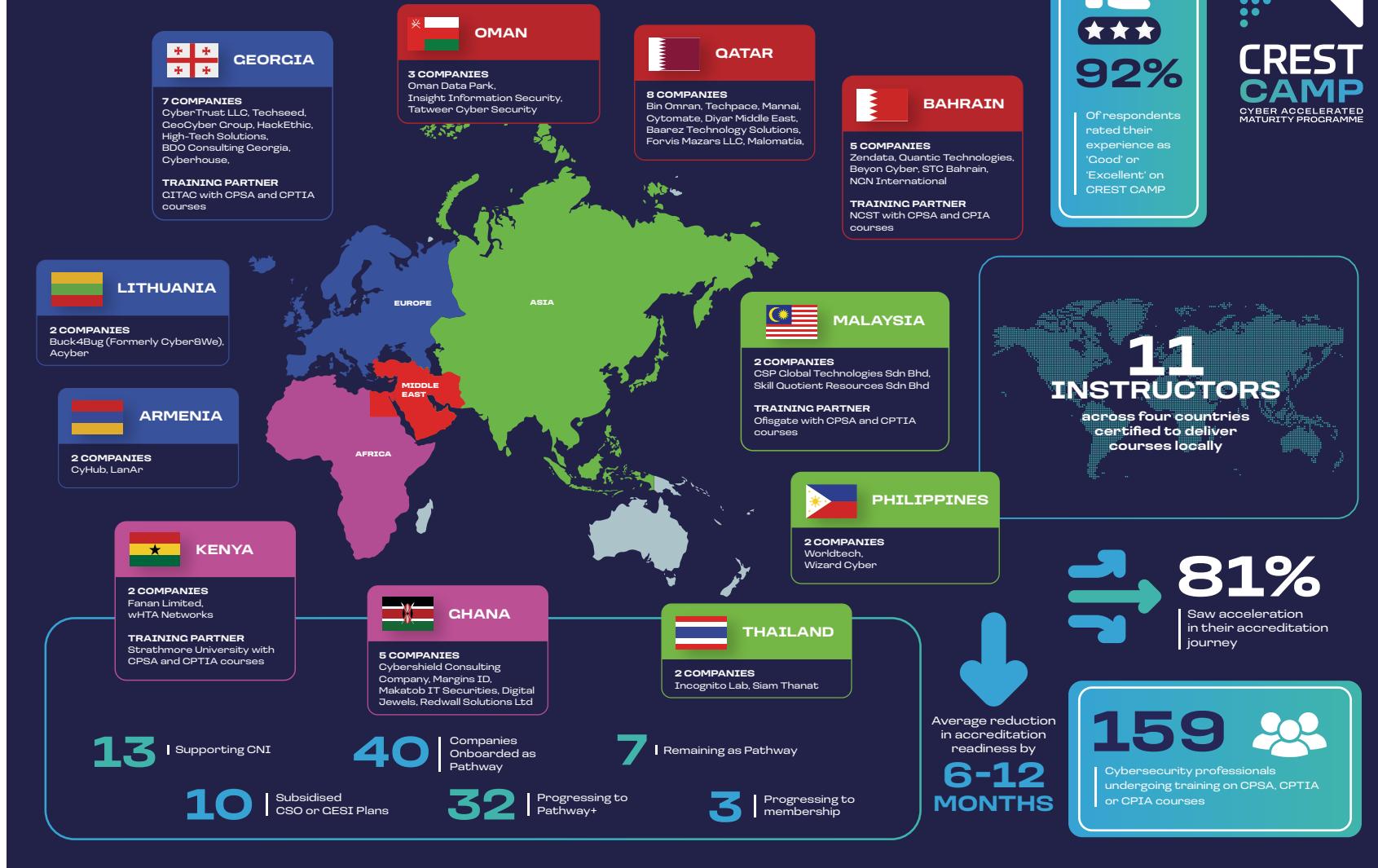
"It has been such a great project with great outcomes, and you have achieved a lot in such a tight timeframe"

- Tehrime Khan
Head of CSSF Global Cyber Programme, UK FCDO.

"As a leading accreditation body, CREST has been working to elevate regional cybersecurity capabilities to meet global standards."

Medina Bakayeva
(EBRD Digital Hub Consultant)

CREST CAMP SUMMARY



SECTION 3

Professionalising the cyber workforce

2024



2024 marked a transformative year for CREST as we took significant steps to advance the professionalisation of the cybersecurity workforce worldwide. Central to this was our focus on formal recognition of expertise and career progression, supported by modernised certification infrastructure.

A significant milestone in 2024 was CREST's designation as a licensed body by the UK Cyber Security Council, enabling us to award Professional Titles in alignment with national standards. These titles—Associate, Practitioner, Principal, and Chartered—establish a recognised and structured career pathway across two key CREST specialisms: Security Testing and Incident Response. This advancement strengthens the cyber security profession by recognising not only technical expertise, but also ethical conduct and real-world impact.

To further support capability-building within the public sector, CREST partnered with the UK Department for Science, Innovation and Technology (DSIT) to launch a funded initiative allowing civil servants to pursue Professional Titles—reinforcing our commitment to developing national cyber resilience.

At the international level, CREST played an active role in the International Coalition on Cyber Security Workforces (ICCSW), a global initiative focused on harmonising workforce development efforts and addressing challenges such as skills shortages and inconsistent standards. We were proud to contribute to the discussions and joint international statement, which aligns closely with our mission to professionalise the industry through rigorous standards, independent certification, and international collaboration. Our participation reflects a deep commitment to fostering a high-quality, diverse, and globally resilient cyber workforce.

SECTION 3

Enabling global recognition and career progression

CREST certifications
accessible in

149

countries

To align with the demands of a mobile, diverse, and rapidly evolving industry, we introduced a technology-driven transformation that enables examination of individuals to be conducted in a controlled, secure, and fully digital environment, ensuring greater accessibility, fairness, and efficiency. This transformation, supported by our strategic partnership with Pearson VUE, made CREST certifications accessible in 149 countries increasing our influence in the global landscape.

The initiative has also contributed to additional improvements, where the combination of automated assessments, real-world lab scenarios, and streamlined marking has enhanced the efficiency, and reliability of the certification process. By automating key assessment components, costs have been reduced whilst consistency and turnaround times for results have significantly shortened.

To recognise our successful candidates' achievements, we introduced Credly digital credentials—shareable, verifiable badges that help professionals showcase their competence globally and employers and regulators to easily verify their achievements.



SECTION 3



In 2024, our commitment to excellence was recognised when the updated CREST Registered Penetration Tester (CRT) certification won Best Professional Training or Certification Programme at the SC Europe Awards—a testament to its technical rigour and the increasing industry recognition of CREST credentials. To ensure broader access to these high standards, CREST members benefit from discounted examination fees, with additional subsidies available for candidates in lower-income countries, helping to remove financial barriers to career progression.

This transformation has positioned CREST as an innovator in cybersecurity assessment, demonstrating how technology can drive meaningful improvements in professional certification practices.



Building collaboration

Non-profits unite: A global cyber security movement

In 2024, our global collaborations reached new heights as we expanded our non-profit Community Supporter initiative which aims to create synergies by combining forces on shared initiatives. From Europe to Africa, Asia-Pacific to the Americas, a growing cohort of partners joined forces with us to tackle systemic cyber challenges.

30 Total non-profit community supporters



AUSTRALIAN Cyber Collaboration Centre



CYBER READINESS INSTITUTE

cybersafe. FOUNDATION



FORGE

ISACA. ISAA | Information Systems Agency of Armenia



MITRE ENGENIUTY | Center for Threat Informed Defense



OWASP

SFIA FOUNDATION

New community supporters in 2024

SECTION 4

CREST Auckland Seminar 2024

CREST was proud to host its Auckland Seminar 2024 in collaboration with ISC2, bringing together cyber security professionals, industry leaders, and government representatives to discuss the evolving threat landscape and the importance of accredited services.

The event featured insightful presentations on emerging cyber threats, the role of accreditation in building trust, and strategies for enhancing regional cyber resilience.

Attendees engaged in meaningful discussions, fostering collaboration and sharing best practices to strengthen the cyber security ecosystem in New Zealand.

The seminar underscored CREST's commitment to building capability, capacity, consistency, and community within the global cyber security industry.



AppSec collaboration

We continued to support our application security accreditation aligned with OWASP methodologies, recognising companies that deliver web and mobile application testing services in line with a consistent, internationally recognised framework.



Cyber Assurance Collaboration

In collaboration with the Center for Internet Security (CIS), we supported the development and launch of an accreditation that recognises organisations demonstrating capability in supporting the implementation and assessment of the CIS Controls.

SECTION 4

Asia-Pacific ATT&CK Community Workshop

Held at Citi Group's Changi Business Park office in Singapore, the Asia-Pacific Community Workshop brought together regional security operations professionals and dedicated MITRE ATT&CK users for a dynamic day of knowledge-sharing and hands-on engagement. Hosted by the Center for Threat-Informed Defense, a CREST partner, and supported by Citi Group as a Research Partner, the event featured practical training sessions, practitioner-led lightning talks, and real-world case studies covering both effective and challenging uses of ATT&CK.



Attendees gained actionable insights into threat-informed defense, expanded their professional networks, and shared their own experiences with peers from across the region. The workshop exemplified CREST's ongoing commitment to advancing cyber security capability, promoting collaboration, and supporting the global community of threat-informed defense practitioners.

From strength to strength

Supporting the community in every region

Throughout 2024, we reinforced our commitment to supporting cyber security professionals and organisations globally. From our flagship CRESTCon events in Europe and Australia to participating in cyber events in the US, Asia, the Middle East and Africa, our outreach continued to ensure our community are informed, supported and connected.



SECTION 4

Membership growth around the world

Our reputation as the global gold standard in cyber security accreditation led to continued membership growth across all regions in 2024. This year, over 70 new member organisations joined our community, contributing to an overall membership growth of approximately 20%.

This expansion reflects increasing recognition of our value in setting high standards, supporting assurance, and providing a trusted framework for cyber security services. New members were welcomed from every region, demonstrating that the demand for rigorous, ethical, and credible accreditation is universally relevant.

From small specialist firms to major consultancies, our growing international footprint helps ensure that organisations worldwide are equipped to deliver and that the buying community receives high-quality services with integrity and competence.



Shaping global conversations in cyber security

In 2024, we sought to influence the important debates of the day, contributing to the profession's future. In Asia, we worked with industry leaders on workforce development frameworks, leading to the adoption of new strategies. We participated in debates around digital regulation and ethical offensive capabilities in Europe, influencing the direction of these discussions. Across the Americas, we provided insights on secure systems testing and incident response standards, which were incorporated into industry practices.

Our involvement in multi-stakeholder policy platforms and technical roundtables has allowed us to champion consistent, ethical, and evidence-based approaches to cyber defence, regardless of region.

Looking forward to 2025

Building on the member value proposition

In the upcoming year, CREST is committed to enhancing its member value proposition further, deepening relationships and delivering even greater impact. We will:

- Launch a relationship management programme to ensure regular, meaningful engagement with our members.
- Review our events strategy to reflect our members' evolving needs, creating experiences you value and that continues to set our events apart from the rest of the crowded cyber event space.
- Develop training for member sales teams to help them leverage the benefits of their CREST accreditations in their business development activities.
- Build on the newly launched Cyber Leaders Forums to strengthen buyer engagement, fostering deeper understanding of their needs and more effective connections between them and our members, intermediated by us.

Through these initiatives – and by continuing to listen carefully to our member needs through our member surveys and all the other interactions we have – CREST will reinforce its role as a trusted partner and industry leader.

Embedding the pathway, progressing our mission

In 2025 we will remain focused on driving greater global consistency in cyber capability through the development and promotion of robust, recognised standards. This means more engagement with national governments and international communities involved in standard setting.

In support of this we will use the three yearly regional council election process, due in 2025, to refresh and augment our regional member representation whilst also building out our regional secretariat support model. This will help us scale faster to meet the ever-increasing demand for CREST support around the world.

Embedding the pathway model

This year, we are scaling the adoption of the Pathway Model across regions, sectors, and service areas to support more cyber businesses on their journey towards accreditation.

We are using insights from early adopters to refine and evolve the model, ensuring it remains relevant, practical, and impactful as the market continues to mature.

The Pathway is now being embedded into CREST's wider membership strategy, becoming a cornerstone of how we engage with, support, and grow our community.

Alongside this, we are creating opportunities for members to participate in mentoring and relationship-building activities across growing markets, strengthening both individual organisations and the wider cyber security ecosystem.



SECTION 5

At the centre of workforce professionalization

This year will see us redefine CREST's role in advancing the cyber security profession on a global scale—shaping strategic direction, ensuring alignment with international best practices, and responding to the evolving needs of the industry.

Our objective in engaging with a growing number of national initiatives across multiple regions in 2025 will be to foster a more harmonised approach. By doing so, we aim to reduce friction for organisations delivering services across national borders and to facilitate the free movement of skilled professionals within the global economy.

Strategy 2023 to 2025 recap

	Description	Three-year goal
Capacity & Capability	<p>We work across the industry to grow the pipeline of cyber security expertise</p> <p>We develop and measure the capability of the cyber security industry</p>	<p>1 Encourage organisations in both established and early-stage CREST markets, including developing nations, to enhance their capabilities through a pathway to membership and accreditation, in turn increasing the volume of capable cyber security organisations.</p>
Capability	We develop and measure the capability of the cyber security industry	<p>2 Significantly expand the reach of CREST certifications internationally, building on their reputation as the ultimate mark of achievement.</p> <p>3 Use a multi-modal delivery model to deliver a great candidate experience, continuously enhanced content and high quality CREST aligned training partners.</p>
Capacity	We work across the industry to grow the pipeline of cyber security expertise	<p>4 Be a major player in the mission to expand the capacity of skilled and competent individuals in cyber, playing a leadership role in professionalising a mobile and consistently measured global cyber workforce.</p>
Consistency	We set global standards for cyber security organisations to deliver a consistently high quality of service	<p>5 Ensure that membership and accreditation standards are transparent, consistently raising the bar, are extended to other disciplines where demand is strong and are increasingly evidence-based including the need for certified individuals.</p> <p>6 Develop international standards that set the quality bar at an increasingly high, consistent level.</p>

Strategy 2023 to 2025 recap

	Description	Three-year goal
Collaboration	We develop and engage with the global cyber security community to leverage our shared knowledge and capabilities for the benefit of all	<p>6 Enhance the ability of the buying community to engage CREST members, reducing complexity and friction.</p> <p>7 Engage and influence governments and regulators to drive consistency of approach, aiding our members to operate cross-border with minimum friction</p> <p>8 Deliver a research agenda that leverages the combined expertise of our community to advance capability, capacity and consistency.</p> <p>9 CREST members and qualified individuals are part of a vibrant community across varied disciplines and are advocates, highly engaged and believe in the strong value proposition.</p>

Financial results

CREST Group Results 2024

	2024 £m	2023 £m
Turnover	5.03	3.90
Cost of rev/Operating costs	(4.51)	(3.80)
Underlying profit	0.52	0.11
Investments (Opex)	(0.03)	(0.07)
Gross Profit	0.49	0.04
Net grant income	0.14	0.00
Currency gains / losses	(0.02)	(0.03)
Taxation	(0.07)	0.00
Net profit/(loss)	0.54	(0.01)
Cash Reserves at year end	1.7	1.4

Our independent external auditors issued a clean audit report for the 2024 accounts.

CREST group is made up of CREST (International), CREST (USA) and CREST (SGD). These figures represent a non-statutory consolidation of those three entities.

Revenue

£5.03m, up 29% versus 2023

Reflecting an increase in Membership, a net increase of 69 to 425 at the end of 2024.

Operating costs

£4.51m, up 18% versus 2023

Reflecting continued growth of the business, annualisation of the central team changes from 2023 and expansion of CREST's international footprint.

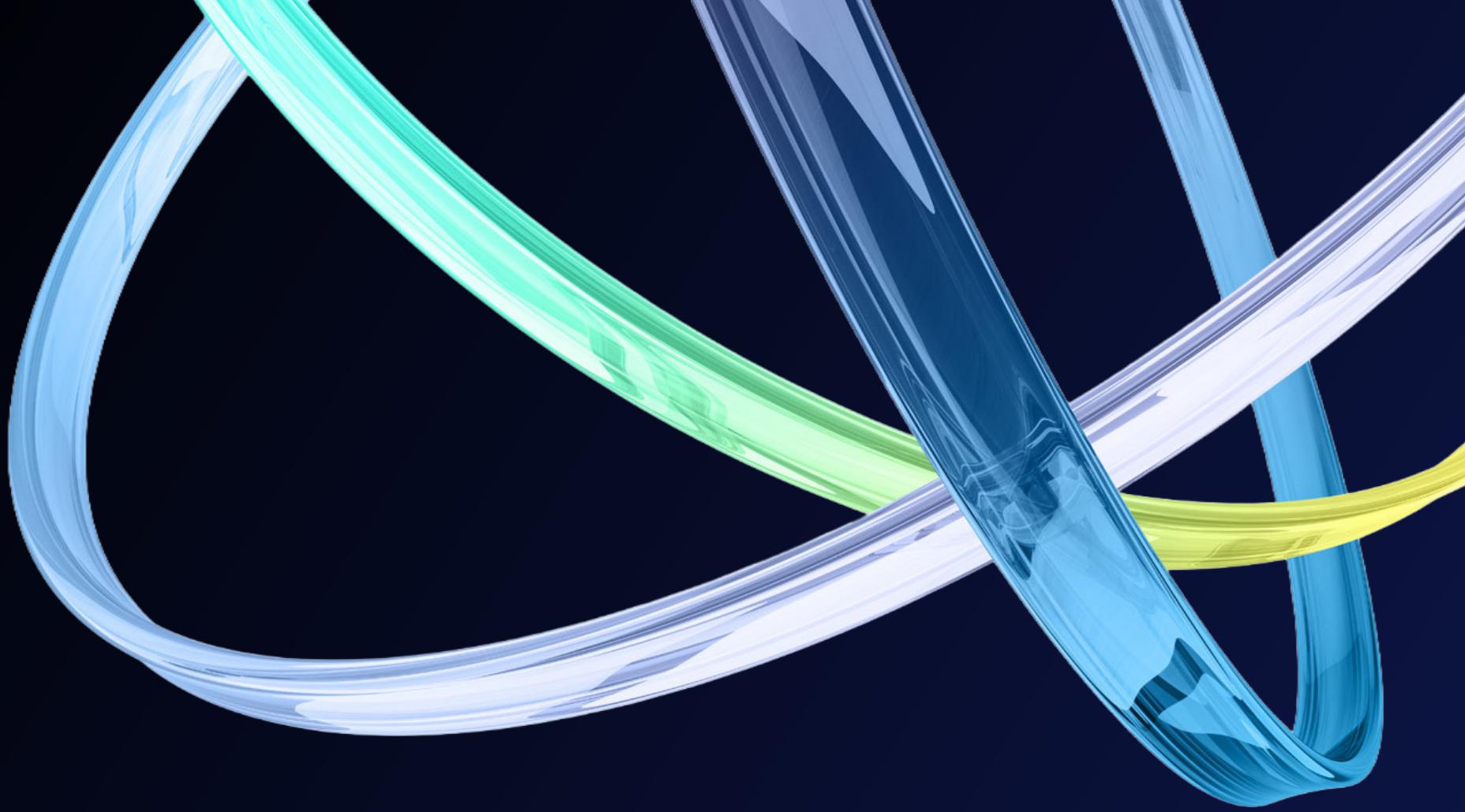
Investment

£0.5m Capital and Operational investment

CREST completed the transformation of the exam platform and made other investments in the long-term future of core services.

Cash reserves

CREST held cash reserves of £1.7m at the end of 2024, up £0.3m on 2023 due to growth, partially offset by capital investment. It is important that CREST generates a surplus of funds to enable continued investment and remain resilient against any short-term cash requirements.



CREST (International) is a not-for-profit company registered in the UK
with company number 09805375

Registered Address: Seven Stars House, 1 Wheler Road, Coventry,
West Midlands, CV3 4LB, UK

© Copyright 2025. All rights reserved | CREST (International)