



additiv scales up with new European Headquarters in Frankfurt to support regional growth

Frankfurt, 14 October 2020: additiv, a leading SaaS provider to the wealth management industry, today announced that it has expanded its range of operational locations to include a new European head office in Frankfurt, Germany. With offices already established in Singapore, Dubai, Nairobi, Bucharest and headquarters in Zurich, Switzerland, the office will be primarily focused on European customers supporting additiv's growing customer base within the region.

Situated in what is expected to soon become the new 'financial capital of Europe', Frankfurt is the ideal location for additiv to oversee local customer operation and delivery needs; ensuring that every aspect of service can be provided to customers in their native language. To support this a new, local team is being established which will consist of over 10 business development and delivery experts. The team will support strategic growth as the company increases its focus, particularly within Germany, Austria, Benelux and the Nordic region initially, however additional offices within these regions and beyond are planned.

The expansion comes at a time when additiv are aggressively increasing their client base as a result of a new range of progressive new digital wealth, credit and pension solutions. This range enables banks to enter new geographies and segments, including the underserved wealth accumulation and decumulation markets through personalised robo, direct advisor channels, or a hybrid of the two. These solutions can be easily applied through their additiv's KickStarter™ implementation model; delivering and realising real benefits in under 3 months, without the need for any capex spend or implementation costs.

Eric Andersson, General Manager Europe, additiv said "We are delighted to scale up to create a new European head office in what is the leading financial centre among the EU 27 countries. Despite the challenges that the market is seeing facing as a result of the pandemic, our expansion could not have come sooner to support both our extensive range of local customers and our rapid growth trajectory within Germany and beyond, including Austria, Benelux and the Nordics."

Eric added "Our recent successes within mainland Europe, including our extensive offering with PostFinance, has driven a huge amount of interest. With our new office we can ensure that this demand can be fully serviced, alongside local strategic and implementation partners, allowing us to effectively offer premium services that our customers have highlighted are so urgently needed within the region."

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About additiv

additiv was established in 1998 in Zurich and has international presence in Europe, Africa, Middle East and South East Asia. Its hybrid B2B SaaS cloud ecosystem orchestrates multi-channel financial services using fully open APIs, thereby leveraging the existing technology base of the client. It also helps financial institutions to deploy leading client advisory, servicing, and expert tools in wealth and credit in existing ecosystems. additiv offers digital wealth- and credit-

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management-as-a-service today for the financial institutions of tomorrow and is a leading catalyst for change in the financial service industry through easy, quick, and affordable digitalization.

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