

## **Kidbrooke partners with additiv to meet growing demand for financial health and pension planning tools**

**Frankfurt, 17 May 2021:** Kidbrooke, a leading provider of financial analytics APIs, confirmed today that they are making their range of holistic financial planning and analytics solutions available to additiv customers on both their Software-as-a-Service and Embedded Finance models.

The collaboration with additiv, a leading SaaS and Embedded Finance provider to the wealth management industry, enables their customers' clients to utilize a user-friendly and scalable financial simulation engine, to meet the growing demand for seamless financial decision-support.

Kidbrooke's solutions, powered by the OutRank API, are now available with additiv's Hybrid Wealth Manager and assisted Wealth Robo Advisor products on their enterprise-ready Software-as-a-Service (SaaS) model. Additionally, the solutions will also be available on additiv's Banking-as-a-Service (BaaS) model to support the increasing need for financial services to easily be embedded into consumer platforms.

Fredrik Davéus, the founder and CEO at Kidbrooke, said "Financial education has the potential to dramatically improve societies' well-being, and financial institutions are increasingly looking to address this through leveraging digital tools. Unfortunately, financial decisions are all too often analyzed in isolation and the supply of high-quality assistance is constrained. At Kidbrooke we focus on overcoming these limitations and strive to provide added value across the board. We are convinced that creating personalized digital wealth journeys will increase profitability by letting end users be served more frequently at a lower cost."

Fredrik continues "Our solutions fit perfectly with additiv's developing product range, both in terms of their award-winning wealth products for financial institutions but also their move to meet the market need for embedded finance. Delivered as a state-less cloud-based API, our solutions support several use-cases for embedding wealth products into consumer platforms, including the opportunity to embed our financial planning services into pension and life providers' interfaces."

Eric Andersson, General Manager Europe at additiv, said "Consumers now expect to have easy access to tools and functions that enable them to improve their lives, and wealth planning is no exception. Whether it's having access to these services to manage their investments or when reviewing their pensions or life insurance policies."

Eric continues "Adding Kidbrooke solutions allows us to increase our breadth of service while progressing our goal to democratize wealth management. Additionally, it also adds another offering to our ever-growing partner ecosystem within our Banking-as-a-Service

model. By embedding Kidbrooke's services into their consumer platforms, via our DFS platform, financial and non-financial companies can offer relevant and personalized wealth management services to people at their time of need, over the most convenient channel alongside their core products, to create a deeper relationship as well as a new cross-sales opportunity."

Both Kidbrooke and additiv offer cloud native Software-as-a-Service (SaaS) and Embedded Finance models through Microsoft Azure. This ensures their customers lower their costs, reduce their time-to-value, and continue to benefit seamlessly from product and technology enhancements when implementing their solutions.

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#### **About additiv**

Established in 1998, additiv partners with leading companies across the world to help them capitalize on the possibilities of digital wealth and investment management.

additiv's DFS® omnichannel orchestration platform is a system of intelligence for wealth management. It supports wealth managers looking for best-in-class Software-as-a-Service (SaaS) to deliver better engagement at greater scale. It enables financial institutions to access new distribution channels through a Banking-as-a-Service (BaaS) model. And it allows banking and non-banking providers to embed wealth services into their proposition.

Headquartered in Switzerland, with regional offices in Singapore, UAE, Germany and Kenya, additiv is supported by a global ecosystem of partners.

#### **About Kidbrooke**

Established in 2011, Kidbrooke, via their B2B financial analytics APIs, empowers banks, insurers and wealth managers to build channel agnostic seamless customer experiences. Their core API platform, OutRank, allows the financial institutions to create engaging and consistent customer and advisor journeys in a fraction of the time and cost that it would take to develop them from scratch.

Headquartered in Sweden, with a regional office in UK, Kidbrooke believes in a world where everyone can make educated financial decisions.

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