



WealthBriefing **EUROPEAN** AWARDS 2021

NEWS ANNOUNCEMENT

20th May 2021

ADDITIV AG CROWNED WINNER OF 'INNOVATIVE WEALTHTECH SOLUTION' AT THE WEALTHBRIEFING EUROPEAN AWARDS 2021

Additiv AG, a leading wealthtech provider, has been handed the honour of winning 'Innovative Wealthtech Solution' at **The Ninth Annual *WealthBriefing* European Awards 2021**.

Showcasing 'best of breed' in European wealth management, the awards have been designed to recognise outstanding organisations grouped by specialism and geography which the prestigious panel of independent judges deemed to have 'demonstrated innovation and excellence during the last year'.

This category is highly contested with a small group of finalists and commended submissions chosen from a large pool of entrants before an ultimate winner is selected by the judges. It is this process that makes *WealthBriefing* awards so prized amongst winners, finalists and commended alike.

Winning awards is particularly important in challenging times as it gives clients reassurance in the solidity and sustainability of the winner's business and operating model.

Commenting on the firm's award, **Michael Stemmler, CEO and Founder at additiv** said: "We are delighted to have our solutions once again recognized as leading the way for wealthtech innovation. This award was based on our DFS orchestration platform using our Software-as-a-Service (SaaS) model with our Hybrid Wealth Manager, (assisted) Robo Advisor and Wealth Solution Builder products."

Michael added "However, since *WealthBriefing* reviewed our range, we have extended this to offer an even greater level of innovation through our Banking-as-a-Service (BaaS) and Embedded Finance models. Designed to support those companies wishing to grow their addressable market."

ClearView Financial Media's CEO, and Publisher of *WealthBriefing*, Stephen Harris, was first to extend his congratulations to all the winners. He said: "The organizations and individuals who triumphed in these awards are all worthy winners, and I would like to extend my heartiest

congratulations to the winners and to those who have put so much work into each winning submission.

“These awards were independently and expertly judged solely on the basis of entrants’ submissions and their response to a number of specific questions, which were answered by focusing on the client experience rather than purely quantitative performance metrics. That is a unique, and I believe, compelling feature. These awards recognize the very best operators in European wealth management, with ‘independence’, ‘integrity’ and ‘genuine insight’ the watchwords of the judging process - such that the awards truly reflect excellence in European wealth management.”

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About ClearView Financial Media Ltd (“ClearView”)

ClearView Financial Media was founded by Chief Executive, Stephen Harris in 2004, to provide high quality ‘need to know’ information for the discerning private client community. London-based, but with a truly global focus, ClearView publishes the *WealthBriefing* group of newswires, along with research reports and newsletters, while also running a pan-global thought-leadership events and awards programme.

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 brands 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.