

PRESS RELEASE

WeAdvise launches as Germany's first B2B robo advisor – New Finconomy venture offers white-label solution

- **WeAdvise offers a modular and flexible platform for online wealth management**
- **Offering is targeted at established financial services firms such as banks, insurance companies, financial advisory firms and wealth managers**
- **WeAdvise is part of the Finconomy ecosystem, a fintech and insurtech company builder focused on B2B models**

Munich / Germany, 15.03.2018 – After several months in stealth mode, WeAdvise launches today as an independent white-label robo advisory platform that is fully focused on B2B clients.

WeAdvise offers a robo advisory platform that is highly adaptive to the “look & feel” of its B2B clients’ corporate identity. WeAdvise allows its licensees to employ their own wealth management strategies. The platform is based on a software-as-a-service model with optional value-added services.

In the past months, first installations have already been rolled out. The WeAdvise team, jointly with its clients, is currently working on further implementations.

“We are pleased to officially enter the market today after a long and intense preparation phase. WeAdvise is positioned as an independent partner ready to provide the support that many established financial services firms are already seeking. By offering a highly adaptive product that is almost immediately ready-to-use, we are able to help our licensees to stay connected to their clients in a digital world.” states Christian Ropel, WeAdvise co-founder and managing director.

“In contrast to many other players in the robo advice market, we focus solely on the B2B segment. By doing so we avoid conflicts of interest and enable our licensees to offer a hybrid strategy, which combines modern, digital tools and a valuable personal relationship.”

Finconomy, the Munich-based company builder, acts a lead partner for WeAdvise. WeAdvise is set to profit from Finconomy’s know-how, industry network and shared services.

About WeAdvise:

WeAdvise is an independent B2B provider of robo advisory technology. Our solution enables established financial services firms like banks, insurance companies and wealth managers to tap into new revenue sources and increase customer loyalty with state-of-the-art digital offerings. Our technology is highly adaptive, immediately ready-to-use and fully compliant with regulatory and data security requirements.

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