

Press release  
29th September 2015



## **GAMBIT FINANCIAL SOLUTIONS ANNOUNCES THE LAUNCH OF ITS FINTECH, "BIRDEE"**

*Gambit Financial Solutions launches on the European market a new portfolio management solution, entirely automated: "Birdee."*

The 15<sup>th</sup> September 2015, at the Alf's (Association of the Luxembourg Fund Industry) conference in Luxembourg, Gambit Financial Solutions announced the launch of a new fintech. Specialised in digital investment solutions, "Birdee" will propose a two-step offer: initially to banking and financial establishments. Then directly to the general public, on the model of the existing Anglo-Saxon robo-advisors. In both cases, the objective is the same: make the final consumer an actor of his savings.

The solution developed by Birdee's teams is **currently proposed in B2B**. It allows clients from financial institutions to subscribe directly to one or several portfolios, via an easy to use interface. With "Birdee Institutional," the investor begins with a questionnaire that will determine his profile. Then, he chooses among a selection of portfolios corresponding to this profile. Thanks to the integrated reporting tools, he can be informed on their management at any time.

At the beginning of 2016, "Birdee" will be **deployed in B2C, in the form of an Internet website open to each and everyone**. Its objective will be to generalize the services usually offered by private banks, providing private individuals the opportunity to subscribe to themed savings portfolios (sustainable development, socially responsible investment ...) at lower costs, whatever their income levels.

"Our objective is to provide a high quality discretionary management solution, which leans on the algorithms developed by our best financial and IT engineers, announces Geoffroy de Schrevel, CEO of Gambit Financial Solution. Calling upon the latest scientific innovations, we created portfolios that combine savers' personal motivations, their societal aspirations, with a

brand new customer experience. We are able to present such an alternative thanks to the work we started to do in B2B five years ago. We are the only fintech providing a 'robo-advisor' automated solution that can claim such an experience."

### **About Gambit Financial Solutions**

Former HEC spin-off, Management School of the University of Liège, Gambit Financial Solutions is specialised in the edition of financial services software. Recognised for its expertise in customer profiling, portfolio optimization and risk management, it was created in 2007 with an objective: provide a client-focused financial advice, rather than an advice focused on the financial product to be sold. The software solutions developed by its engineers are currently used by more than twenty institutions – banks, asset managers and insurance companies – in Europe: mainly in Belgium, France, Luxembourg and Switzerland. Gambit Financial Solutions employs 35 people.

Website: [www.gambit-finance.com](http://www.gambit-finance.com)

### **About Birdee**

Birdee is the fintech created on Gambit Financial Solutions' initiative. Its R&D teams developed a specific "robo-advisor" solution based on software applications deployed by Gambit for more than six years. Initially proposed to banking and financial establishments, this solution will be extended to the general public in 2016. For this launch, Gambit raised an amount of 1.1 million euros. 600.000 euros have been brought by the institutional investor Meusinvest and the private investor Patria. 500.000 euros come from private individual investors, including HEC-University of Liège.

Website: [www.birdeeinstitutional.com](http://www.birdeeinstitutional.com)