

Press release
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Keytrade Bank relies on Birdee for its online solution for discretionary asset management

*Keytrade Bank announces the launch of a new service for discretionary asset management: KEYPRIVATE. For the setup of this new customer service, the online bank decided to rely on the **Birdee** technology developed by Gambit Financial Solutions.*

As from 11 December, Keytrade Bank enables its customers to delegate their asset management to KEYPRIVATE through a simple interface that takes into account their personal situation and risk profile. **Birdee is an automated solution for financial advice** that meets all the goals that KEYTRADE BANK wants to achieve with this new service offer:

- provide a solution for discretionary asset management that is not only available for the high-net-worth-individuals;
- use a method of optimization that draws its legitimacy from the latest academic research;
- offer both customers and bank a cost efficient method by using a performant algorithm and attractive financial products; Birdee uses ETF-funds that track the major indexes;
- provide a simulation module to make sure that the objectives of each individual client can be met over time.

In practice, Birdee provides its middle office application while Keytrade Bank stays in charge of the front office (i.e. the interface management) and the back office. Birdee ensures all the intermediary steps:

- portfolio optimization
The Birdee methodology is based on the Black-Litterman model combining historic data of selected assets with the expectations of experts. Although this system is largely automated, the investment strategies will still be decided by the financial experts of Keytrade Bank.
- daily automated portfolio rebalancing
- simulation module
The simulation module takes into account the composition of the client portfolio and simulates the expected behavior by using an algorithm that has been proven effective.

The Birdee teams helped Keytrade Bank to develop the profile algorithm and to set up the final investment proposal made to the customer.

As a result, KEYPRIVATE includes 10 model portfolios presenting each their own risk profile, enabling the client to select the one that meets his specific investment profile.

With KEYPRIVATE Keytrade Bank has set its sights on one of the last traditional bank transactions: *“We target people who are internet minded and have neither the time nor the desire to manage their own portfolios. They are looking for a user friendly solution and want to delegate the management of their assets”* says Olivier Debehogne, Sales and Marketing Director of Keytrade Bank.

“The financial industry is well aware that we are on the eve of a digital rupture. More than ever, the relation between customers and their bank is very tense. We analyzed the complete value chain of discretionary asset management and have actively involved our customers in this procedure. Providing a digital channel is not enough anymore, it has become so ‘normal’ to all of us. But we have discovered a new, very demanding target. Based on their feedback, we have set up a new ecosystem in which every element is essential, from the helpdesk to the Investment Committee to the Birdee technology”, adds Geert Van Herck, president of the Investment Committee of Keytrade Bank.

Within this scope, Keytrade Bank has asked a renowned international auditing company to test its solution based on the Birdee-technology.

About Keytrade Bank

Keytrade Bank has more than 200.000 clients in Belgium, Luxembourg (subsidiary) and Switzerland (branch). Keytrade Bank is Belgium’s undisputed market leader in online banking and trading. Through its online platform, it provides its customers with integrated bank and trading services. Keytrade Bank enables its customers to manage and follow up their assets 24 hours a day and 7 days a week, regardless of the device they are using: pc, tablet or smartphone. Thanks to its long experience in online banking and the constant attention paid to the user friendliness of its platform, Keytrade Bank is always ranking highest in satisfaction surveys. Keytrade Bank is a Belgian bank and a subsidiary of Crelan.

Over Birdee

Birdee is a fintech created by Gambit Financial Solutions, a Belgian editor of financial software founded in 2007. Its R&D teams have developed a specific **“robo-advisor”** solution based on the software solutions rolled out by Gambit. The solution can be implemented in two ways: whether by installing the technology only (“Birdee Inside”) as done at Keytrade, whether by implementing the complete client interface including the investor profile questionnaire and the portfolio creation.

Website: www.birdee.biz

About Gambit Financial Solutions

This former spin-off of the HEC management school of the University of Liege has dedicated its activities to the edition of financial software. Gambit Financial Solutions was founded in 2007 and is renowned for its expertise in client profiling and portfolio optimization. Since its creation, the company has a clearly defined mission: provide client oriented rather than product oriented financial advice. The software solutions developed by the engineers of Gambit Financial Solutions are currently used by more than 20 European financial institutions - banks, wealth managers and insurance companies – mainly located in Belgium, France, Luxembourg and Switzerland. Gambit Financial Solutions employs 35 people.

Website: www.gambit-finance.com

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