

Press release  
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## **GAMBIT FINANCIAL SOLUTIONS RELEASES ITS ROBO-ADVISOR, BIRDEE, TO THE GENERAL PUBLIC**

*A new step in the development of Gambit Financial Solutions: Birdee, its online savings management solution for the general public, has now been released.*

A few weeks after BNP Paribas Asset Management announced the acquisition of a majority stake in its capital, Gambit Financial Solutions announces the launch of its robo-advisor Birdee to the general public.

This easy-to-use platform, accessible to all on [www.birdee.co](http://www.birdee.co), is the result of a fundraising campaign carried out in August 2015, aimed at offering a 100% digital tool adapted to the new expectations of consumers.

Since 2016, Birdee has been commercialized as the white-label « Birdee Institutional » towards financial institutions. It was in particular adopted by the Belgian online bank Keytrade Bank.

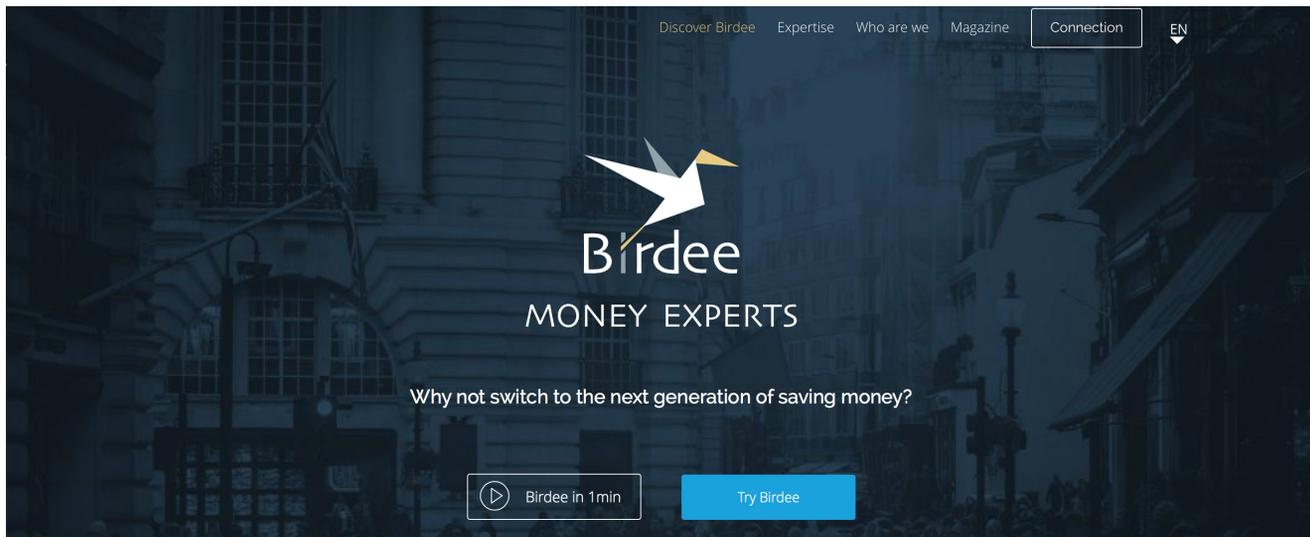
Last December Birdee won the first prize in the « artificial intelligence and robo-advisors » category, in the BNP Paribas International Hackathon final in Paris.

The Birdee Money Experts solution for the general public is initially targeted at the Belgian and Luxembourg markets. Its objective: to be recognized as a new savings assistant, complementary to traditional passbooks. Its privileged clients: those who are not necessarily specialists in the financial markets, but who are interested in how to grow their savings.

With Birdee, you can invest your money with just a few mouse clicks, without needing to have a large sum of money or any financial knowledge. The minimum investment amount is 1000 euros. Using a combination of algorithms, the user chooses one or more portfolios adapted to his personal objectives and risk profile. Birdee offers 17 portfolios, designed and monitored on a daily basis by its experts. The investor can easily monitor its performance, and the money remains available at any given time. The management fees are known in advance and they are fixed: 1% net on a yearly basis.

*« Birdee was, ever since the start, designed because of a desire to democratize discretionary management in order to make it accessible to as many people as possible. At Birdee, we believe that financial performance should not be restricted to experts or the privileged. We want to help savers take control of their savings by giving them access to well-explained financial resources, by making the investment experience more fun through a highly rewarded customer experience »* says Geoffroy de Schrevel, CEO of Gambit Financial Solutions.

Registration on [www.birdee.co](http://www.birdee.co) is free and it only takes a few minutes. Another strong point: on Birdee, the user can test the platform by investing virtually for as long as he wants, without any commitment.



### **About Gambit Financial Solutions**

Gambit Financial Solutions is a fintech company created in 2007 by scientists at the HEC university of Liège (Belgium). The company provides investment advisory solutions and risk management tools for financial institutions in France, Belgium, Luxembourg, and Switzerland. Today, Gambit Financial Solutions employs more than fifty people and continues to expand internationally. In 2016, Gambit launched a fully digital robo-advisor solution used by banks in Belgium and Luxembourg. Gambit has won several awards, including the « Disruptive Innovation of the Year » award at the Tech Startup Day Awards of 2017.

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

### **About Birdee**

Birdee is a robo-advisor solution created by Gambit Financial Solutions. It is the result of the combination of the know-how deployed by the company since 2007 (customer profiling, portfolio optimization, risk management), and it comes in two versions: one for financial institutions wishing to offer their clients a digital discretionary management solution, launched in 2016, and the other for the general public. The latter was approved by the Luxembourg regulator, the CSSF, enabling it to be marketed directly to retail investors in the European Union.

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

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