

Not for publication before May 17, 2017, 08:30 CET

Media Release additiv

Digitalisation pioneer additiv secures multi-million Swiss franc investment

May 17, 2017 – Zurich-based additiv, a leading provider of digitalisation solutions to the financial services industry, today announced that it secured funding. The capital will help additiv manage the insatiable demand for cutting edge technology across Europe and Asia, and is the first capital investment round secured by the company. The transaction volume amounts to CHF 21 million.

The investment round, headed by Switzerland based BZ Bank, acting on behalf of clients, and investment vehicle Patinex was facilitated by London based M&A firm Zelig Associates.

additiv has a proven track record of empowering major financial institutions to compete in the digital economy in the face of sustained pressure from fintech alternatives. Recent successes include the launch of a new robo-advice offering for the UK savings and investments market using additiv's Digital Finance Suite (DFS), the company's built-for-purpose development and operating platform. It has successfully executed similar projects with companies including private banks and other financial institutions.

Commenting on the investment, Michael Stemmler, founder and CEO of additiv said: "Firms are in need of state-of-the-art solutions that can be implemented quickly to carve out their positions in fiercely competitive markets. That's exactly what we provide.

"This funding will finance our international expansion and help strengthen our management team. It will also fuel our production of cutting edge SaaS/cloud based products that ensure our clients are ahead of the curve. It really is crunch time for the sector and this funding allows us to be at our best when our clients need us most."

Founded in 1998, additiv has been providing the industry, from national and international banks, to asset managers and insurance firms, with a quick and efficient route to digitalisation for over ten years. And not just segments of digitalisation. additiv offers a comprehensive range of services including digital transformation, customer-bank-interaction models, digital marketing, sales, advice, service and performance management solutions all implemented across the company's Digital Finance Suite (DFS).

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About additiv:

additiv is a leading provider in the field of digitalisation of banks, asset managers and insurers. With branches in Switzerland, Hong Kong and Singapore, as well as an international network of partners, customers are served around the world. The digital solutions from additiv are based on the leading software platform additiv Digital Finance Suite (DFS).

Digital solutions include all types of customer-based interaction, real-time processes, and cross-border solutions with a 360° view. Our additiv DFS-based innovations work with any core system.

About Zelig Associates:

Zelig Associates is the only FinTech-focussed investment banking boutique with a presence in both Europe and North America. We provide independent strategic and financial advice on M&A, Capital Replacements and Capital Raisings to entrepreneurs, mid-market private equity and venture funded companies as well as large international corporations.

The firm combines entrepreneurial spirit and transaction excellence with a passion for the FinTech sector. Our managing partners are also active angel investors in the space and have extensive Board experience at various start-ups and mid-market technology firms. Zelig Associates was founded in 2012 and has a presence in London and Los Angeles. For more information please see www.zeligassociates.com.

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