

Press release
20th June 2015



BIRDEE WINS THE FIRST PRIZE AT THE BNP PARIBAS INTERNATIONAL HACKATHON

Birdee's teams competed this weekend at the BNP International Hackathon in the category "artificial intelligence and robo-advisors." They won the first prize, in Brussels, with a 15,000 euros financial allocation to help them improve their prototype.



Sunday 19 June, after 54 hours of intensive developments of their robo-advisor solution, Birdee's teams were very proud to win the first prize of the Belgian edition of the BNP Paribas International Hackathon.

Organised simultaneously in 8 cities around the world (San Francisco, London, Paris, Brussels, Rome, Berlin, Warsaw and Istanbul), the theme of this event oriented to the start-ups was: "streamlining the customer journey." The objective was to design new application prototypes or online services around specific issues for the bank's customers. A particularly well-known domain for Birdee, because this Gambit Financial Solutions' fintech has already begun to develop a savings management solution ready to be implemented in establishments.

Nine IT/design experts of Birdee then participated in this challenge. During two days within the Co.Station accelerator, they worked on the improvement of the journey and the features of their interface. Their goal: provide an online savings management platform which would be

innovative, educational, intuitive and especially accessible for all, and that significantly improves all the aspects of the customer relationship.

They could prove their agility and skills regarding user interface, but also their ability to understand the new bank users' expectations, looking for autonomy and advanced technological services.

"BNP Paribas International Hackathon is a wonderful showcase for the talents of our team," declared Geoffroy de Schrevel, CEO of Gambit Financial Solutions. "We are extremely proud to be recognised for our 100% digital discretionary management solution, which combines an attractive customer experience and a great expertise on investment management."

Like the other finalists of the BNP International Hackathon, Birdee's teams will present their project to innovation experts and investors during an international "Demo Day," in December in Paris.

About Birdee

Birdee is an online savings management platform created by Gambit Financial Solutions. Currently proposed in B2B, it allows customers from financial institutions to subscribe directly to one or several portfolios, via a simple and 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 performance and evolution at any time. This solution will be extended to the general public in 2016, in the form of an Internet website.

Website: www.birdeeinstitutional.com

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. Expert 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. Its software solutions are currently used by more than twenty institutions in Europe: mainly in Belgium, France, Luxembourg and Switzerland. Gambit Financial Solutions employs 40 people.

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