

**GAMBiT**  
FINANCIAL SOLUTIONS

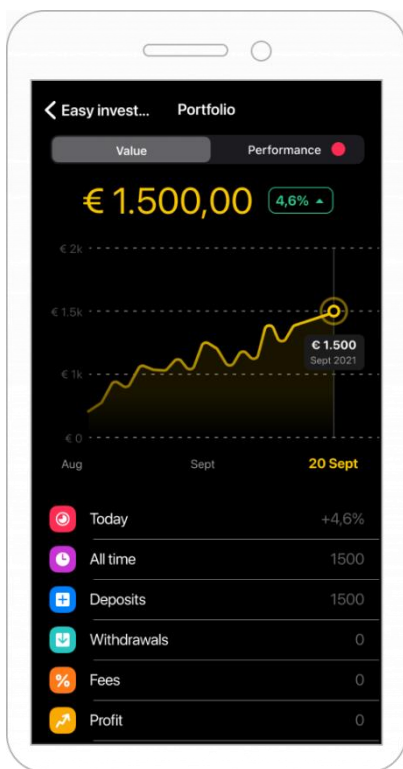
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**bunq**

# Case Study

Wealth as a Service





## What is Easy Investments?

Easy Investments is the new sustainable service offered by the online bank bunq.

The neobank uses Wealth as a Service technology developed by Gambit allow their money in a regular and very simple way in environmentally friendly funds.

Easy Investments was launched in early 2022 and offers several portfolios depending on the client's risk profile :

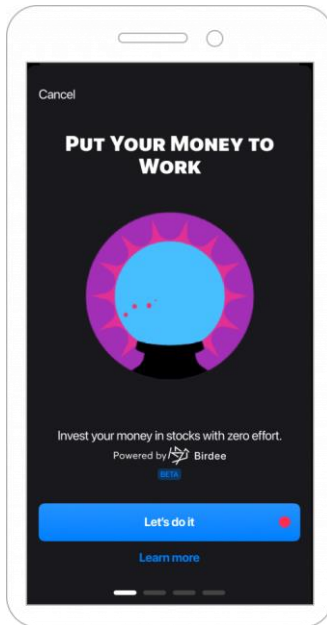
- Less risk (minimum exposure to risk)
- Some risk (balance of return and risk)
- Vegas baby ! (higher expected return, higher risk)

## What was the objective?

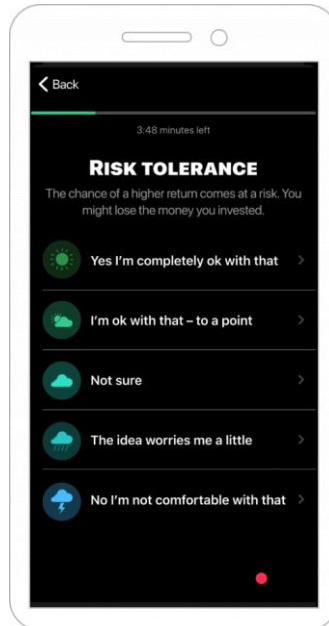
Bunq's goal was to make investing easy and accessible to some of their customers without them having to make any effort. To achieve this, Easy Investments relies on the robo-advisor technology developed by Gambit. Thus, bunq clients can invest their money without any special knowledge in finance. Thanks to a combination of algorithms, the investor chooses a portfolio adapted to his/her personal objectives and risk profile and can follow the performance of his/her portfolio easily and at any time.

# A personalized customer journey

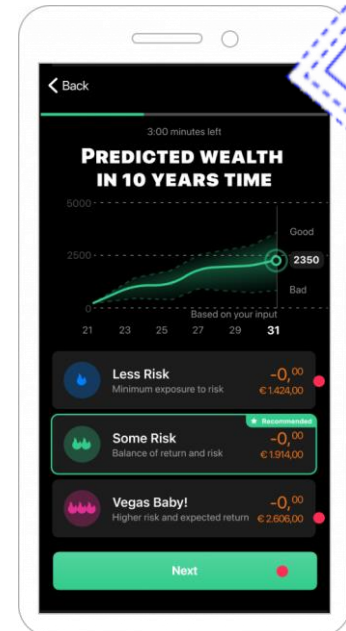
on top of our APIs



A clear presentation of the investment offer



A gamified approach to risk profiling



A projection and graphic visualization of the expected gains



ALI NIKNAM

bunq's CEO

"This is a very exciting development for bunq. With 'Easy Investments', bunq users can put their money to work and earn more effortlessly, while helping to develop a greener planet."

## In a nutshell, Easy Investments is:

- An investment service available in Germany, France, Luxemburg, Belgium and the Netherlands and 2 market openings in progress
- A user-to-investor conversion rate of more than **50%**



Engage with your customers through

an outsourced digital wealth solution

With Wealth as a service

# OUTSOURCE YOUR WEALTH MANAGEMENT



Create a digital wealth proposition for your clients with our digital tools



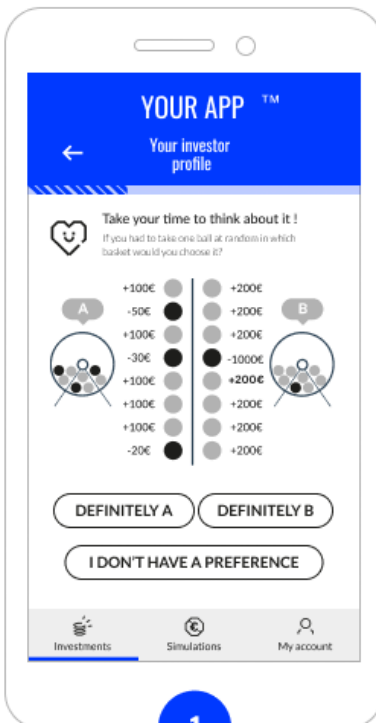
Delegate operations and controls to an experienced team



Avoid integration costs by outsourcing the securities administration and depository activities

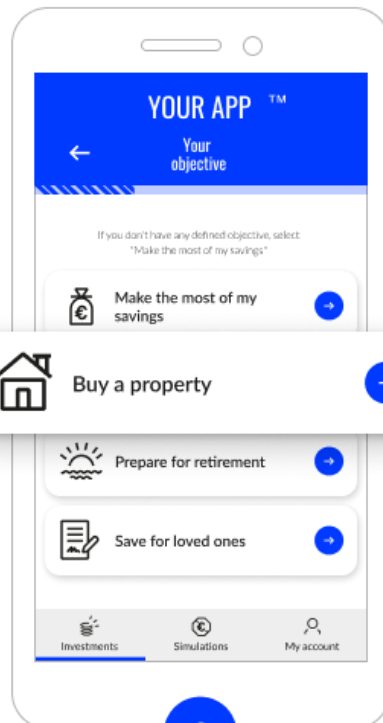


Rely on us for our proven and strong performing asset management



1

Digital regulatory compliant onboarding and administration



2

Automatic and personalised wealth management



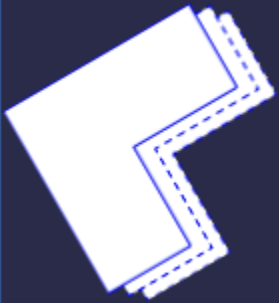
3

Engaging and behavioural-based user experience



You want to create

your own solution ?



[Contact us](#)

& request a demo

