

## **Bitpanda and Fabrick join forces to offer digital asset investing as a White Label Solution for Italian banks and fintechs**

- Bitpanda and Fabrick have partnered to become the #1 digital platform provider in Italy, and beyond
- Now available to customers in Italy, Bitpanda's White Label Solution enables fintechs, traditional banks and online platforms to give their customers and clients access to the growing world of digital assets
- Fabrick has become the first strategic partner to leverage Bitpanda's white label technical infrastructure and make it available within an Open Finance ecosystem

**Milan, 05 October 2021, Digital investment platform Bitpanda and leading Italian Open Finance provider Fabrick, today announced that they have joined forces to facilitate access to digital assets trading for the end-consumers of Italian traditional banks and fintechs. This strategic white label partnership enables these institutions to offer their customers access to a portfolio of more than 170 digital assets through Bitpanda's innovative White Label Solution that is helping to democratise investing.**

Bitpanda has grown into Europe's leading investment platform that gives everyone the freedom and flexibility to invest in what they believe in — commission-free fractional stocks, cryptocurrencies, or precious metals, from as little as 1€. The fintech's unique White Label Solution enables both established and innovative players to accelerate their digital transformation by offering their customers access to digital assets such as cryptocurrencies, fractional stocks, ETFs, and precious metals, as well as custody and wallet services.

Fabrick, a European pioneer in Open Finance, is the first publicly-announced partner to make use of Bitpanda's White Label Solution. Through this collaboration, Fabrick will connect its services to Bitpanda's backend tech through a set of APIs. All of Bitpanda's White Label partners, including customers of Fabrick users, can still interact with the front end that they are familiar with, this encompasses the entire user experience, from researching an asset via Bitpanda's tools, to investing in it, as well as portfolio monitoring and future asset trading. The whole process takes place within the Bitpanda associate's native mobile banking app under their existing branding: all partners have to do is to connect to Bitpanda's White Label platform. Plus, thanks to Fabrick, instead of building the technical infrastructure from scratch, this is now a market-ready solution with a simplified time to market. Bitpanda executes the trades and establishes the custody of the assets in the background.

This partnership allies two of the most transformative developments in finance: accessible investing and the move towards Open Finance. Bitpanda's growth illustrates how mainstream retail investing has become, as well as the growing desire amongst investors to take the reins of their own investments. The partnership will enable significant numbers of investors to access digital assets trading which complements Open Finance's end goal of empowering customers.

**Orlando Merone, Country Manager Bitpanda Italy, said:** "Bitpanda has been successfully enabling people to invest in cryptocurrencies, commission-free fractional stocks, ETFs, and precious metals through its investment platform used by more than 3 million users across Europe. We are delighted to announce our strategic partnership with Fabrick, which will accelerate the digital transformation of the Italian banking ecosystem, enabling both established and innovative players to offer their clients digital assets, as well as custody and wallet services."

**Paolo Zaccardi, Co-founder and CEO of Fabrick, adds:** Fabrick is proud to partner with a trusted operator such as Bitpanda and consequently make a truly innovative and accessible investment service available in Italy through our Open Finance ecosystem. The collaboration is a testament to Fabrick's philosophy and belief that when different players in the financial ecosystem work together, it enables all operators to easily integrate new services and quickly respond to the needs of their customers and emerging market demands. The co-creation of highly customised digital projects for the benefit of the end-customer is amongst Fabrick's key goals and an increasingly rich Open Finance ecosystem is making this possible."

Less than 6 months after its entry into the Italian market, Bitpanda has recently opened a new office in Milan and is expanding the local team. In Italy, Bitpanda expects to reach 100,000 customers within the year. The company recently announced the opening of its Blockchain Research & Development Hub, a global initiative focused on building cutting-edge technologies that consolidates fintech's position as a leader in the development of blockchain technology.

#### **ABOUT BITPANDA**

Bitpanda makes investing accessible for everyone. Founded in 2014 in Vienna, Austria by Eric Demuth, Paul Klanschek and Christian Trummer, Bitpanda removes the barriers to investing by harnessing the innovative power of digitised assets and blockchain technology. With more than 600 team members and over 3 million users, the company is one of Europe's fastest growing fintechs. The user-friendly, trade-everything platform empowers both first-time investors and seasoned experts to invest in the stocks, cryptocurrencies and precious metals they want – with any amount of money.

#### **ABOUT FABRICK**

Fabrick is a European pioneer in Open Finance. Headquartered in Milan and with offices in London, Madrid, Zurich and Dubai, it operates internationally to enable innovative services in Open Finance by supporting the collaboration of fintechs, businesses and financial institutions. Our technological platform and ecosystem of relationships enable the development of new business models in finance, fostering growth and opportunities for all participants and delivering the concrete advantages of innovation. Fabrick has obtained authorisation from the Bank of Italy to operate as a Payment Institution (PI) and also is licensed for operating as Account Information Service Provider (AISP) and Payment Information Service Provider (PISP), all of which are offered within the ecosystem through a "license as a service" model.  
<http://www.fabrick.com>

#### **ENDS**

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