



## **HYPE ALLIES WITH BITPANDA AND EXPANDS ITS DEMOCRATIC INVESTMENT PROPOSITION**

*Seizing the opportunities of Open Banking, through Fabrick, neobank complements the offerings of Europe's leading provider of investment-as-a-service infrastructure and gives its customers the ability to invest in fractional stocks and ETFs\*, buy metals, with any amount*

Milan, Nov. 23, 2022 - A new collaboration - realized by seizing the opportunities of Open Banking - between HYPE, the Italian market leader in app-based money management, and Bitpanda, the leading European provider of investment-as-a-service infrastructure, founded in Vienna in 2014 with the goal of making investments accessible to all, in a secure and regulated environment, is kicking off.

The neobank integrates the services of the digital investment platform and expands its offering by allowing its customers, now more than 1.7 million, to invest in more than 2,500 assets including fractional stocks and ETFs\*, and buy precious metals, with any amount, 24/7, even at closed markets. The new feature will be made available gradually to Hype customers in the coming weeks.

The agreement, which democratizes, simplifies and makes financial market opportunities accessible, is part of HYPE's strategy to provide value-added services to anticipate and respond to the evolving needs of its users, who now find a new opportunity to deploy saved cash.

The integration, carried out entirely within the HYPE app, takes place through Fabrick's Open Finance platform on which Bitpanda has published its APIs making its offering available to third parties. Bitpanda White Label offers all the elements needed to build a complete investment flow, giving the partner the opportunity to design its own solution, connecting to a state-of-the-art API infrastructure. HYPE is the first entity in Italy to seize this opportunity, consolidating Bitpanda's B2B2C role.

The neobank is again responding to the expectations of its community, which, in the last survey conducted in recent months to investigate the degree of satisfaction and new needs, asked precisely for new possibilities to make investments directly from the app.

In this particular historical moment that sees Italians facing the highest level of inflation in decades, employing money without leaving it sitting in the account, losing purchasing power, is a choice to be evaluated. HYPE also wants to accompany its customers on this path and so today it enriches its "investments" section, which already offers the possibility of doing so in mutual funds.

A service such as investing requires awareness. The user is therefore not left alone, and to the various financial education activities implemented by HYPE is added the Bitpanda Academy, an e-learning platform entirely in Italian dedicated to in-depth study of personal finance and investment topics, so as to have the tools to be ready to face the first transactions.

**Luca Grampio**ggia, Deputy CEO of HYPE, comments, "We want HYPE to be a gateway to all financial services and a tool to always seize new opportunities in the area of money management. The integration of Bitpanda confirms this direction and adds an extremely important new piece to give our customers a great service and one more opportunity to put the immobile savings in their checking accounts to good use."

**Eric Demuth, co-founder and CEO of Bitpanda, adds,** "Since its inception in 2014, Bitpanda's commitment to rules and technology infrastructure has been maximum, and constant. It has allowed us to grow in a healthy and sustainable way, becoming a benchmark in our industry, thanks in part to our Bitpanda White Label solution, a state-of-the-art investment-as-a-service infrastructure that is the basis of the agreement signed today with Hype. This partnership, with a neobank supported by two major Italian banking groups, makes us very proud and testifies how these efforts, in the long run, pay off. Italy is a key market for us and this partnership comes to crown 18 months of local presence in which we have achieved excellent results."

**Orlando Merone, Country Manager Bitpanda Italy, adds,** "When I opened the Italian market for Bitpanda in March 2021, my goal was to make the world of investing easier and safer, convinced as I am that managing one's financial future is a fundamental activity for each of us. The partnership with Hype allows millions of Italian savers to access, for the first time, fractional investments in equities and ETFs, at a time in history when not taking care of your money is, quite simply, not an option. Today, for so many savers, a new path in the investment world can begin, thanks to Hype's foresight and our fintech solutions."

\*Bitpanda Stocks allows you to invest in fractional stocks and ETFs through a derivative contract that replicates the performance of the underlying stock or ETF. Investing in stocks and ETFs involves risk. For more details, see the prospectus and PRIIP KID at [bitpanda.com](http://bitpanda.com)

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#### **HYPE**

HYPE, authorized to operate as an Electronic Money Institution and AISP and PISP, is the control booth for personalized, simple and efficient money management. It works through an account, which can be activated directly from a smartphone, in minutes and in total security, a Mastercard that arrives at home and a mobile app from which to access all the main financial and other value-added services. Created as a simplified alternative to traditional models, HYPE has established itself in Italy as a leading challenger bank thanks to its ability to rethink and reinterpret the world of banking in light of the opportunities opened up by regulatory evolution and its ability, as a tech company, to read and anticipate customers' needs. Its own services such as credit transfers and payments, and those offered by partners, such as loans, savings and investments, with access thresholds starting from just a few euros, are flanked by other innovative and constantly evolving ones that make the reality a point of reference for being aware of one's financial resources and capabilities. To ensure flexibility and speed of response, HYPE combines proprietary and third-party solutions, choosing from the best available on the market. The offering is articulated on: HYPE, HYPE Next, and HYPE Premium-three types designed to accompany the growth of retail customers in terms of both age group and financial needs-and HYPE Business, designed for freelancers and sole proprietors, VAT account holders, and available through dedicated apps. Operational since 2015, HYPE has already won over 1.7 million customers, growing rapidly and steadily. As of January 2021, it is a joint venture between Fabrick and illimity.

#### **BITPANDA**

Bitpanda makes it easier to grow one's wealth. Founded in 2014 in Vienna, Austria, by Eric Demuth, Paul Klanschek and Christian Trummer, Bitpanda exists to help people have the confidence to build their financial freedom for the future. The user-friendly platform allows both novice and experienced investors to invest in stocks, ETFs, cryptocurrencies, precious metals and commodities - 24/7, with any amount of money starting from 1 euro. With more than 730 team members and a constantly growing user base approaching 4 million, the company is one of Europe's most successful fintechs.

Bitpanda Group è registrato presso la Financial Market Authority (FMA) austriaca, l'Autorité des Marchés Financiers (AMF) francese, la Czech Trade Authority come VASP. Detiene una licenza PSD2, una licenza MiFID 2 ed è la prima Electronic Money Institution (EMI) austriaca, in linea con la legge europea EMD2, oltre ad avere un processo know-your-customer totalmente allineato alla AML5. Di recente, Bitpanda è diventata la prima piattaforma di investimento retail europea a ottenere la licenza Crypto Custody and Proprietary Trading dalla BaFin Tedesca. Inoltre, è stata la prima società straniera di criptovalute a ottenere una licenza completa in Svezia, dopo la registrazione presso la Banca di Spagna e come VASP in Italia presso l'OAM. Grazie a Bitpanda Custody, il Gruppo Bitpanda può infine offrire le attività di custodia nel Regno Unito e nell'Unione Europea.

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