

Azimut launches Beewise, the easy and sustainable investment app for young investors

Milan, 3 May 2022

Azimut, one of the leading independent groups in Europe operating in the asset management sector with over 83 billion euros in total assets, launches **Beewise** its first **digital investment app aimed primarily at younger generations**.

Beewise is a free app **designed for Generation Z and Millennials** that allows them to invest small amounts at a time, on a monthly basis, starting from a minimum of €10. Through this new app, the Azimut Group also intends to reach market segments not yet served, such as **super retail or low affluent**.

Developed in **open banking**, Beewise allows customers to connect their bank account and invest directly through the app, which is optimized for mobile and all devices. Thanks to artificial intelligence technology, the app allows for reliable identity verification with the highest level of security. Registration and **on-boarding** generally take **just 15 minutes**.

The investment process starts with determining the objectives to be achieved, choosing between different goals such as a vacation or buying a car, and the time period within which they are to be achieved. Thereafter one of the proposed portfolios is selected through which the identified goal can be achieved.

The five portfolios of Beewise are centered around the themes of the future (Technology, Breakthrough Healthcare, Environment, Smart cities, Future generations) and are managed by highly experienced portfolio managers from the **Azimut Group's global asset management team**:

Each of these portfolios are offered in three different types according to risk profile and fund composition (Conservative, Balanced and Aggressive).

In order to make the deployment of investment funds simpler, more efficient and transparent, Beewise is relying on blockchain technology.

The subscription and payment of mutual fund shares is made through the FundsDLT platform, based on blockchain technology, while the security and reliability of the infrastructure is guaranteed by Salt Edge, leader in the development of open banking solutions.

The attention to the future, which is at the heart of the Beewise brand, is also realized through the collaboration with **WeForest**, an international NGO that deals with the reforestation of tropical regions and the planet, thanks to which those who invest through the app can decide to donate 1% of their investments in support of their projects.

Giorgio Medda, Chief Executive Officer and Global Head of Asset Management & Fintech of the Azimut Group, comments: *"We are thrilled to officially launch Beewise, an app built and designed by a **team of young talents** characterized by a high technological content coupled with the experience and*

*strength of our Group. It is aimed above all at younger people to help them become more aware of the importance of investing for their future, to which we will add over time further functions useful for managing their **personal financial situation**. The Group is diversifying its product range by relying on new ways of engaging with different customer segments. With this in mind, Azimut, a pioneer among global asset managers, is opening the **Global Lounge**, its **metaverse presence** on the Decentraland platform. There, it will be possible to access in Web 3.0, other than to Beewise, also to our Investment Committee, to obtain information on our business and to participate in the sale of our **first collectible NFT**".*

Matthias Van Den Eede, Head of Business Development Manager of Azimut Investments, adds: *"The world of investing is changing. AI, data-driven portfolio management software and new digital platforms are redefining our industry. Meanwhile, investors are changing too: **Millennials** are asking for a new, fresh approach to finance, democratic and purposeful. They want to make a **positive impact on the future**, and they expect brands to take action alongside them. We decided to design a new experience for this new generation of investors. We didn't want just to create an **easy and accessible app**: we wanted to be part of a bigger shift, letting our users invest in topics that matter to them. And this is how Beewise was born. We want to change people's lives and help them achieve personal and shared goals once considered impossible to attain; to do this, we need to be different, we need to shake things up a bit."*

Azimut è uno dei principali Gruppi indipendenti in Europa operante (dal 1989) nel settore del risparmio gestito. La capogruppo Azimut Holding S.p.A. è quotata alla Borsa di Milano dal 7 luglio 2004 (AZM.IM) ed è membro, fra gli altri, dell'indice FTSE MIB. L'azionariato vede oltre 2.200 fra gestori, consulenti finanziari e dipendenti uniti in un patto di sindacato che controlla circa il 23% della società. Il rimanente è flottante. Il Gruppo comprende diverse società attive nella promozione, nella gestione e nella distribuzione di prodotti finanziari e assicurativi, aventi sede principalmente in Italia, Lussemburgo, Irlanda, Cina (Hong Kong e Shanghai), Monaco, Svizzera, Singapore, Brasile, Messico, Egitto, Taiwan, Cile, USA, Australia, Turchia ed Emirati Arabi. In Italia Azimut Capital Management Sgr opera nella promozione e gestione dei fondi comuni di diritto italiano, nei fondi di investimento alternativi di diritto italiano, nonché nella gestione su base individuale di portafogli di investimento per conto di terzi. Inoltre, Azimut Capital Management cura la distribuzione dei prodotti del Gruppo e di terzi tramite la propria rete di consulenti finanziari mentre Azimut Libera Impresa Sgr si occupa dei prodotti alternativi. Le principali società estere sono Azimut Investments SA (fondata in Lussemburgo nel 1999), che gestisce i fondi multi-comparto AZ FUND1 e AZ Multi Asset, e la società irlandese Azimut Life DAC, che offre prodotti assicurativi nel ramo vita.

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