

The REYL Group announces the creation of Alpien SA, following successful Series A funding

Geneva, 6 May 2020 – The REYL Group announces the successful incubation and CHF 12.2 million funding of Alpien SA, a digital platform serving the mass affluent client segment.

In keeping with its innovative strategic mindset, the REYL Group carries out an ambitious internal project aimed at developing a fully digital platform through which to serve the mass affluent client segment, typically comprising individuals with investable assets ranging from CHF 100,000 to CHF 1 million. Considerable market research and thorough analysis allowed REYL Group to identify this particular client group, which represents over 2.6 million people with approximately CHF 660 billion in assets in Switzerland alone as the most inclined to use digital tools to conduct investments, transactions and other activities while still placing an important value on human interaction and trust.

The REYL Group aims to combine effectively the advantages of an incumbent bank, able to convey trust, access to capital and extensive industry expertise, with the dynamism and fervour of a disruptive team of highly talented young professionals with an entrepreneurial spirit and strong expertise in the digital space.

After a period of 18 months during which this team, with the full support and guidance of REYL & Cie's Partners and senior executives, developed the strategic vision and technology prototype for this novel concept, CHF 12.2 million was raised in a Series A round of financing in January 2020. Seasoned investors from the financial and technology sectors participated into this oversubscribed round.

Pasha Bakhtiar, Partner, REYL & Cie comments: *"This exciting new launch is a huge testament to everyone at the Bank who contributed to this project with an open mind, positivity and a willingness to meet the challenge of incubating and disrupting from within. We are proud to have achieved this important milestone in delivering the next stage of digital innovation in banking."*

Alpien SA has recently applied for an independent banking license from FINMA and plans to be market-ready by Q1 2021 subject to the proper regulatory authorisations being granted.

François Reyl, CEO, REYL & Cie comments: *"The successful incubation of Alpien is demonstrable proof of our innovative banking mindset. Technology is already playing a crucial role in shaping the future of banking, and REYL is leading the way with this initiative which we believe will provide mass-affluent clients with a far superior level of service and greater flexibility than currently exists on the market."*

About the REYL Group

www.reyl.com

Founded in 1973, the REYL Group is an independent diversified banking group with offices in Switzerland (Geneva, Zurich, Lugano), Europe (London, Luxembourg, Malta) and the rest of the world (Singapore, Dubai). The REYL Group manages assets in excess of CHF 13.5 billion and employs more than 220 professionals.

Developing an innovative approach to banking, the Group serves a clientele of international entrepreneurs and institutional investors through its *Wealth Management, Entrepreneur & Family Office Services, Corporate Advisory & Structuring, Asset Services* and *Asset Management* business lines.

REYL & Cie Ltd is licensed as a bank in Switzerland and performs its activities under the direct control of the independent Swiss Financial Market regulator (FINMA) and the Swiss National Bank (SNB). The REYL Group's subsidiaries are also regulated by the LPCC in Switzerland, the FCA in the UK, the CSSF in Luxembourg, the MFSA in Malta, the MAS in Singapore, the DFSA in Dubai and the SEC in the United States.

About Alpian

www.alpian.com



Based in Carouge, Switzerland, Alpian is a new digital financial services brand, incorporated in October 2019. Originally incubated by REYL, Alpian aims to be the first bank to provide the stability, security and personal care of a traditional Swiss private bank to a wider spectrum of clients through the accessibility and responsiveness of a state-of-the-art digital interface. Alpian raised CHF 12.2 million Series A funding and has recently applied for a full banking license from Swiss regulator, FINMA. The aim is to launch to market in 2021. The Alpian strategy is governed by its own management team, with the goal of becoming the only mobile-first digital bank that offers banking and private banking services in the Swiss market. These services will be aimed at the mass affluent client segment and will include tailored investment products for clients, informed by the team's knowledge and digital face-to-face access to experienced financial advisors.

Press contacts

REYL & Cie Ltd
T +41 22 816 80 20
presse@reyl.com

jpespartners
Miles Donohoe
D +44 (0)20 7520 7625
T +44 (0)20 7520 7620