

VP Bank and InvestCloud to partner in building an innovative Open Wealth Service platform

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VP Bank and InvestCloud have entered into an innovation partnership with the aim of building the foundation for highly personalised wealth management services delivered via ecosystems and facilitated by an Open Wealth Service platform.

Evolving client needs, digitalisation, ecosystems and progressive business models are accelerating the pace of change in the wealth management industry. In order to benefit from the emerging opportunities of this transition, VP Bank has geared its Strategy 2026 towards becoming an international Open Wealth Service provider for intermediaries and wealthy private clients. To this end, VP Bank will significantly expand access to a wide array of innovative and customised financial solutions by taking a resolutely client-centric approach based on ecosystems and empowered by an Open Wealth Service platform. In its efforts to design and implement this innovative fintech solution, VP Bank has entered into a partnership with InvestCloud.

Via the platform, VP Bank will bundle its in-house as well as third-party offerings to create customised financial solutions and make those innovative products available not only to its own clients, but also for example to wealthy individuals who have no direct relationship with VP Bank and instead are served by financial intermediaries within the ecosystem. This enables VP Bank to realise a crucial multiplier effect and considerably broaden its addressable market without any significant client acquisition costs. The platform will be based on an open service architecture that includes all the Bank's locations.

InvestCloud is a global company specialising in digital platforms that enable the development of financial solutions. Headquartered in Los Angeles USA, the company has more than 20 offices worldwide and serves more than 700 corporate customers, ranging from globally renowned wealth managers to independent asset managers and asset services companies. InvestCloud's platform enables banks to serve their clients, regardless of location, by means of a single, scalable, modular and flexible fintech solution that embraces the entire asset spectrum.

Paul Arni, CEO of VP Bank: "This partnership marks another important milestone in the implementation of our strategy 2026 towards our vision to be an international Open Wealth Service pioneer. The resulting platform will enable us to provide our clients as well as third-party clients access to innovative services relating to wealth management issues. With InvestCloud as an experienced partner at our side, we will be able to drive innovation and provide customised, bundled wealth solutions."

Christine Ciriani, CEO, InvestCloud Private Banking & Wealth, Europe and Asia, is very much looking forward to the partnership with VP Bank: "Our platform and the ever-growing range of modular wealth management apps enable the implementation of digital, intuitive and personalised advisor experiences. We are very pleased to have been selected by VP Bank as their partner for this strategic engagement, and to be able to support the bank in the development of its Open Wealth Service platform."

For further information, please reach out to:

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Facts & Figures VP Bank Gruppe

VP Bank Ltd was founded in 1956 and, with its 990 employees (917 in full-time equivalents) as of end 2020, ranks amongst the largest banks in Liechtenstein. Today, VP Bank is present with offices in Vaduz, Zurich, Luxembourg, Hong Kong and Road Town in the British Virgin Islands. VP Bank Group offers tailor-made asset management and investment advisory services to private clients and financial intermediaries. As at 31 December 2020, the assets under management at VP Bank Group amounted to CHF 47.4 billion. VP Bank is rated "A" by Standard & Poor's, and its shares are listed on SIX Swiss Exchange.

About InvestCloud

InvestCloud is a global company specialising in digital platforms that enable the development of financial solutions, pre-integrated into the Cloud. The company offers on-demand client experiences and intuitive operations solutions using an ever-expanding library of modular apps, resulting in powerful products. Headquartered in Los Angeles, InvestCloud has over 20 global offices including New York, London, Zurich, Singapore and Tokyo, supporting trillions in assets across hundreds of diverse clients – from the largest banks in the world to wealth managers, asset managers and asset services companies.