



additiv launches Embedded Finance platform in Southeast Asia

15th November 2023 - additiv, a global leader in Fintech, is thrilled to unveil its Embedded Finance offering in Southeast Asia, following its successful launch of Coop Finance +, a super-app providing comprehensive financial services for Coop, the leading retailer in Switzerland. This pioneering initiative will be showcased at the upcoming Singapore Fintech Festival, underscoring the company's commitment to fostering financial inclusion within the region.

Coop Finance+ highlights additiv's capabilities, particularly the seamless integration of financial services from multiple providers into a single, comprehensive offering for retail customers. Encompassing banking and pension services, with an extension to insurance services on the horizon, this app significantly streamlines financial management for its 3 million users.

additiv's Embedded Finance platform supports the design and development of such super-apps, fully integrating them with client's brands and other digital channels. The API-first cloud platform orchestrated multiple services into a seamless end-to-end customer experience enabling increased revenue growth for both brands and financial service providers, at minimal marginal costs.

The APAC team at additiv is thrilled to bring this proven use case to the Singapore Fintech Festival. "The Singapore Fintech Festival will provide an excellent platform for additiv to engage with potential partners, stakeholders, and the broader fintech community. We are proud to be the pioneer in offering Finance-as-a-service and bringing the platform to APAC" Pieter Zylstra, General Manager of additiv APAC, notes.

This venture is a testament to additiv's continuous endeavor to drive financial inclusion by leveraging technology and expertise to offer intuitive, integrated financial solutions. The Embedded Finance offering is poised to significantly contribute to the economic empowerment of individuals and businesses across Southeast Asia, embodying a blend of simplicity, inclusivity, and innovation.