

Bambu launches groundbreaking SaaS-based Robo-advisor during the Singapore FinTech Festival 2023 and announces Partnership with WealthKernel in the UK

[Singapore, 15.11.2023] — Bambu, a leading global digital wealth technology provider headquartered in Singapore, is proud to announce the launch of Bambu GO, the world's first SaaS-based Robo-advisor. This innovative solution comes integrated with the UK's leading provider of digital investment infrastructure WealthKernel. This revolutionary offering is designed to provide financial institutions like Financial Advisors, Banks, Brokerages, Insurers, Asset Managers, and Neobanks with a ready-to-launch Robo-advisor that caters to mass retail investors.

Established in 2016, Bambu has consistently served a prestigious roster of global financial institutions, which includes Principal Asset Management, Standard Chartered Bank and Franklin Templeton, among others. Over the years, Bambu has supported more than 25 clients in 11 countries, managing over USD 2BN AUM with their technology.

Bambu GO is a game changer for the Wealth Management industry, offering a comprehensive and fully managed Robo-advisor solution with integrated custody, Know Your Customer (KYC) processes and onboarding capabilities in synergy with WealthKernel.

What sets Bambu GO apart is its transformative approach to assisting financial institutions in launching and managing their digital wealth platforms, offering swift customization options and seamless integration with WealthKernel.

The platform's standout feature is personalization and branding, enabling institutions to tailor their Robo-advisor to their specific vision and objectives. Bambu GO also facilitates customer acquisition, making it a valuable tool for institutions looking to expand their client base and AUM.

Ned Phillips, Founder and CEO of Bambu, underscores the significance of this launch, stating, "A Robo-advisor that boutique companies, with limited budgets and tech resources, can deploy to reach mass retail customers is undeniably in high demand. We know this as we have asked hundreds of firms".



This revolutionary product promises to reshape the landscape of digital wealth management, offering unprecedented convenience and personalization to financial institutions and their clients.

About Bambu:

Bambu is a leading global digital wealth technology provider, dedicated to simplifying saving and investing for financial institutions and their clients. Their cloud-based platform harnesses proprietary algorithms and machine learning tools to drive intelligent solutions. Founded in 2016, Bambu is headquartered in Singapore, with subsidiaries in the United Kingdom, India, the United States, and representatives in the EMEA region. For more information, please visit [Bambu's website](#) and follow them on [LinkedIn](#) and [Twitter](#).

About WealthKernel:

Founded in 2015, WealthKernel is a provider of investment infrastructure for companies looking to offer digital investment services, whether as stand-alone or in addition to their present offering. WealthKernel is vertically integrated and offers investing functionality over API, such as client onboarding, brokerage, trading, and custody. Its infrastructure is optimised for the delivery of investment and wealth-management services to everybody.

WealthKernel currently custodies millions of pounds for retail clients in the UK and Europe and is authorised and regulated by the Financial Conduct Authority.

For further information, please contact:

Bambu

Carina Staebler

Head of Sales Operations & Product Marketing

marketing@bambu.co

WealthKernel

Megha Bhattacharya

Communications Manager

megha.bhattacharya@wealthkernel.com