

Robo-Advisor: automated asset management now also includes cryptocurrencies and real estate

As early as 2010, Swissquote, Switzerland's leading online bank, launched its Robo-Advisor – the first Swiss automated asset manager. It provides the ideal solution for anyone who wants complete control over their wealth management without having to permanently keep an eye on the markets. Swissquote has now expanded the range of products in its Robo-Advisory solution to include two further investment categories: cryptocurrencies and real estate.

New investment possibilities: cryptocurrencies and real estate

The Robo-Advisor invests in multi-asset strategies. Alongside shares, fixed-income instruments and commodities, it is now also possible to invest in cryptocurrencies and real estate. This allows Swissquote customers to further diversify their digital investment portfolio, meaning they can match their portfolio to their personal risk appetite more effectively.

“Since Swissquote was the first bank to introduce trading with Bitcoin, Bitcoin Cash, Ether, Litecoin and Ripple in as early as 2017, it is a logical step to expand the Robo-Advisor to include this investment category,” explained Jan De Schepper, Chief Sales and Marketing Officer. “The balanced portfolios built by the Robo-Advisor are ideal for investors who are interested in cryptocurrencies but do not want to put all their eggs in the same basket. Certain requirements, such as a specific minimum risk level or minimum portfolio value, have to be fulfilled in order to add cryptocurrencies as an investment class,” continued De Schepper.

The new real estate category includes ETFs and investment funds that focus on real estate, either directly or via listed companies active in the sector. This option also allows a preferred geographical location to be selected.

Bespoke investment portfolio

The Robo-Advisor creates a bespoke investment portfolio for customers, and monitors and optimises it around the clock to maintain the desired risk level. The intuitive platform enables customers to select default adjustments or to configure their own investment preferences. As a result, the algorithm is dynamic in determining optimal asset allocation based on market conditions.

Pioneer in digital wealth management

Swissquote launched its Robo-Advisory solution in 2010, making it the first electronic wealth manager in Switzerland. In doing so, Swissquote became a pioneer in the digital wealth management sector. The Robo-Advisor is based on the same algorithms as the Swissquote Quant Fund, which received the Lipper Fund Award in 2016 for having the best performance over three years. Swissquote developed the user-friendly platform in order to make this innovative technology accessible to everyone.

Swissquote – The Swiss Leader in Online Banking

As a leading provider of online financial services, Swissquote offers innovative solutions and analysis tools to meet the wide range of demands and needs of its clients. As well as various online trading services, the user-friendly platform also provides solutions for eForex, Robo-Advisory and eMortgage. In addition to a low-cost service for private clients, Swissquote also offers specialized services for independent asset managers and corporate clients. Swissquote Bank Ltd holds a banking license issued by its supervisory authority the Swiss Federal Financial Market Supervisory Authority (FINMA) and is a member of the Swiss Bankers Association. Its mother company, Swissquote Group Holding Ltd, is listed on the SIX Swiss Exchange (symbol: SQN).

Website link: [swissquote.com/robo-advisory](https://www.swissquote.com/robo-advisory)

Media contact:

Nadja Keller

Swissquote Media Relations Manager

mediarelations@swissquote.ch

Tel. +41 44 825 88 01