

CONNECT by Crossbridge celebrates CNY early with the launch of the simplified-Chinese version of its leading robo-advisory platform

First robo-advisor in Singapore entirely in Simplified Chinese

Follows strong investment performance across all portfolios in 2017

Singapore, 8 February 2018 – [CONNECT by Crossbridge](#), Singapore's first and largest robo-advisor, has celebrated Chinese New Year early with another first – the introduction of Singapore's first digital advisory platform in [Simplified Chinese](#).

The introduction of a Simplified Chinese version marks another milestone for *CONNECT by Crossbridge* which, in addition to being the first robo-advisor to launch in Singapore, was the first to introduce digital on-boarding for accredited investors and the first to introduce Cash Plus™ Certificates denominated in Singapore dollars.

Developed in collaboration with top-tier industry providers and introduced on 1st November 2016, *CONNECT by Crossbridge* is an intuitive digital platform that brings customised, actively managed, investment portfolios to accredited investors¹. Its goal-based investment portfolios give clients personalised asset allocation to suit their risk profile and objectives, with low and 100% transparent fees.

The new Simplified Chinese language website version of *CONNECT by Crossbridge* offers the same ease of navigation, functionality and seamless user experience that clients expect from the English-language version. Customers can go to the website directly or opt for the Simplified Chinese version from the English language *CONNECT by Crossbridge* site.

In keeping with Crossbridge Capital's mission to make high quality investment products accessible and intuitive to mainstream investors, the website gives Mandarin-speaking customers the ability to transact and manage portfolios completely in Simplified Chinese for the first time in Singapore.

"Our aim is to enable *CONNECT by Crossbridge* customers to manage their investments easily, intuitively and transparently to achieve their investing goals, and to do that without the high fees wrapped in many investment products on the market," said Charlie O'Flaherty, Partner and Head of Digital Strategy & Distribution, Crossbridge Capital. "The website empowers Mandarin-speaking customers who prefer to transact and manage their portfolios in Simplified Chinese with the ability to do exactly that."

Performance of CONNECT by Crossbridge portfolios also did not disappoint during 2017, generating returns (net of fees) of up to +31.43% in 2017.

"Those who invested with us in the Year of the Rooster enjoyed significantly above benchmark performance." said O'Flaherty. "As Chinese New Year approaches we hope the combination of best-in class industry providers and Crossbridge Capital's own in-house expertise in managing investments for our high net worth clients will bring continued prosperity to our clients in the year ahead."

Snapshot of CONNECT by Crossbridge's portfolio performance (net of fees) from 1 Jan 2017 to 31 Dec 2017:

Aggressive Plus	+31.43%
Aggressive	+24.18%
Balanced	+15.45%
Conservative	+5.42%

Past performance may not be indicative of future results.

¹ "Accredited investors" include individuals whose net personal assets exceed S\$2 million or whose income in the preceding 12 months is not less than S\$300,000 [Source: Monetary Authority of Singapore]

The launch of a Simplified Chinese website is supportive of Crossbridge's strategy to provide Asia's growing affluent population with a broader range of investment choices through digital and traditional channels.

The Asia Pacific region now contains the highest concentration of High Net Worth Individuals (HNWI) globally and they have demonstrated the greatest appetite for hybrid wealth management advice at 49%².

"Asia is the fastest-growing wealth management market in the world and Singapore is the region's leading wealth management hub," said O'Flaherty. "We are also in active discussions with potential partners to launch *CONNECT* in other markets and we look forward to announcing those partnerships in the near future. In the meantime, we will continue to focus on bringing new enhancements to the *CONNECT* platform."

Visit *CONNECT* by Crossbridge's Chinese website [here](#).

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About *CONNECT* by Crossbridge

CONNECT by Crossbridge is Singapore's first and largest robo-adviser, launched in November 2016. Developed in collaboration with top-tier industry providers – Morningstar, Pershing (a BNY Mellon Company), Julius Baer and Bambu, *CONNECT* by Crossbridge is an intuitive digital platform offering tailored investment strategies to accredited investors in Singapore. Having a U.S.-regulated entity as custodian (Pershing) means that U.S. expatriate investors are also eligible to invest on the platform. *CONNECT* by Crossbridge uses actively managed Certificates as the investment vehicle for investors' portfolios. Banque Julius Baer, one of Switzerland's leading private banks, provides and issues these Certificates. Each *CONNECT* Certificate is built around its unique investment strategy, formulated in partnership with Morningstar, and may hold individual securities, commodities, exchange traded funds, or other alternative assets – all chose to provide optimal returns at every level of risk.

About Crossbridge Capital

Crossbridge Capital was launched in 2008 in London with a vision to create an independent, investment advisory firm that offers a fully integrated financial services platform to entrepreneurs and families in Emerging Markets worldwide. Today, backed by two of the world's leading banks as minority investors, Crossbridge Capital operates in many of the world's leading Emerging Markets supported by a team of 34 professionals in four Crossbridge Capital locations: London, Singapore, Monaco and Malta. After its successful launch in London with authorisation and regulation by the Financial Conduct Authority (FCA), in November 2010 Crossbridge Capital officially opened its first Asia office in Singapore after receiving approval from the Monetary Authority of Singapore (MAS). In May 2016 the company opened its doors in Monaco after receiving authorisation from the Commission for the Control of Financial Activities (CCAF). These signaled significant landmarks in the company's history and set the bar for its ambitious, yet considered geographic and client engagement growth strategy.

More information can be found at www.crossbridgecapital.com.

² Source: Capgemini's [Asia Pacific Wealth Report 2017](#)