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## **findependent expands into French-speaking Switzerland**

**The Swiss start-up now offers its investment app in French. The market entry into French-speaking Switzerland comes a good 2 years after the successful launch in German-speaking Switzerland. The latest expansion step is completed with a version in English. The fintech hopes that the geographical and linguistic expansion will lead to even stronger customer growth.**

Since its market entry in German-speaking Switzerland in February 2021, **more than 7,000 customers** have already invested their savings with the findependent investment app. "This **rapid growth** makes us extremely happy and at the same time confirms that our app meets a **clear need**," explains Matthias Bryner, founder and CEO of findependent.

"From the very beginning, we also had the French-speaking part of Switzerland and the English-speaking inhabitants of our country in mind," Bryner recalls. As a start-up with limited financial and human resources, however, it is important to proceed step by step. Over the past few quarters, therefore, the website was first converted to multilingualism and the digital registration process was translated. "Today, 3% of our customers already come from French-speaking Switzerland. And that's without any paid marketing activities in this part of the country," explains Bryner. In the longer term, findependent is aiming for one in five customers to come from the French-speaking part of the country. "Our attractive price-performance ratio, transparent fees and equal footing in communication will also be met with approval in French-speaking Switzerland," Bryner is convinced.

With the English-language version, findependent is addressing the **expat community** in Switzerland. Especially in the Anglo-Saxon world, where investors are often not connected to a house bank, investment apps are already used very frequently for investing. Therefore, healthy customer growth can be expected in our country.

Investment apps are much more than just a gimmick for digitally savvy millennials. In fact, the **average age of users of the findependent app is 40**, and one in five is even older than 50. An investment app as a digital assistant for investments is increasingly establishing itself as a real alternative to traditional and overpriced bank offerings. Customers benefit from the significant fee advantages and appreciate the convenience and simplicity of the investment solutions.

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### **About findependent**

Founded in 2019 by Matthias Bryner, fintech startup findependent develops and operates a simple, easy-to-understand and cost-effective investment app. Findependent AG is an asset manager regulated in Switzerland and a member of the Financial Services Standards Association (VQF). The Hypothekbank Lenzburg acts as a banking partner but is not invested in findependent. In 2021, findependent was able to win the investor Roland Brack in the TV show "Die Höhle der Löwen". The findependent team currently consists of six employees. Since the market launch in February 2021, more than 7,000 customers have already been acquired.