



'CONNECT BY CROSSBRIDGE' INTRODUCES FIRST DIGITAL ONBOARDING TO SINGAPORE ACCREDITED INVESTORS

- *Singapore's first and largest robo-advisor 'CONNECT by Crossbridge', introduces another first to Singapore - digital onboarding for Accredited Investors**
- *CONNECT delivers more intuitive and user friendly features including videos, live chat and human helpline support for investors looking for a digital yet personal solution to their investment needs*
- *Backed by Crossbridge Capital, a global wealth manager, via its MAS-regulated Singapore entity, CONNECT wants to put control in the hands of digitally-inclined investors*
- *Developed in collaboration with top-tier industry providers including Morningstar, BNY Mellon's Pershing LLC, and Julius Baer*

Singapore, 9 March 2017 - Crossbridge Capital, a leading and established wealth management firm serving ultra-high net worth investors globally, today announced important updates to its [CONNECT by Crossbridge](#) digital platform, Singapore's first and largest functioning robo-advisor. In another Singapore first for the wealth management industry, *CONNECT* has "cut the paperwork" and will allow for digital onboarding of Accredited Investors* - making it even easier to use and to invest on the platform.

"*CONNECT* was designed to be an intuitive digital tool that provides an authentic wealth management experience for accredited investors of all experience levels. We provide tools, content and a goals-based investment solution online that empower investors to take control of their financial future, and provide access to the same Crossbridge Capital investment experts that provide advice and counsel to our ultra-high net worth clients," said Charlie O'Flaherty, Partner and Head of Digital Strategy & Distribution at Crossbridge Capital. "Today's updates will significantly speed-up the onboarding process while ensuring that the very best standards of customer identification and verification are maintained."

"We launched *CONNECT* in November because we believe that many clients are now looking for high quality investment options online and have been underserved by the existing choices available in the market. Early interest from clients and partners has been tremendous," added Tarek Khatat, Co-Founder and Group Chief Executive Officer of Crossbridge Capital.

Digital onboarding will streamline the user sign-up journey by utilising e-sign technology for all required documentation. It will not require manual submission of documents or a physical visit to Crossbridge Capital's office to complete sign-up, making sign-up as easy as possible for investors.

CONNECT

by CROSSBRIDGE

The *CONNECT* platform has also introduced greater access and connectivity to Crossbridge Capital's in-house investment talent and advice, which currently advises on over US\$3 billion of client assets. Clients will be able to access a live chat and dedicated helpline in which they will be able to reach experienced human advisors from the Crossbridge Capital investment team. Interested users will also be able to retrieve regular market insights from Crossbridge Capital's Chief Investment Officer, Manish Singh, or view videos that were designed to ease and accompany the new *CONNECT* user journey.

Together with Morningstar, the leading global investment research firm, Crossbridge Capital has developed for *CONNECT* a series of portfolios built around specific risk-return profiles - each with an exposure of up to 12 asset classes. Based on their investment goals - from real estate to financial security, *CONNECT* clients will be able to efficiently access and manage their investments with a single transaction, and benefit from a professionally structured portfolio that is actively rebalanced to ensure that investments remain aligned with clients' personal risk preferences.

A key feature of *CONNECT by Crossbridge* is its simple, efficient, and transparent fee structures with no commissions, administrative fees, brokerage fees or hidden charges. *CONNECT* portfolios include fees of up to a maximum of just 1.25% per annum, depending on the investment choices made.

"Digital platforms are increasingly offering wider access to investments and eliminating hidden costs that can significantly erode the returns on investment portfolios. *CONNECT* is designed to offer a premium wealth management experience for a mass-affluent investor without the associated high or hidden fees," Khlat added.

CONNECT is now available to Accredited Investors* living in Singapore, including U.S. expatriate investors, in addition to other accredited expatriates and Singaporean investors.

To learn more about the *CONNECT* platform please also visit:

https://www.crossbridgeconnect.com/assets/documents/news/CONNECT_Launch_Press_Release.pdf

References:

* "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](#)]. Digital on-boarding will be applicable in most but not all cases for Singapore Accredited Investors.

-ENDS-

About Crossbridge Capital

CONNECT

by CROSSBRIDGE

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 – from Istanbul to Ulan Bator, Moscow to Dodoma – supported by a team of 30 professionals in four Crossbridge Capital locations: London, Singapore, Monaco and Malta. After its successful launch in London with authorization 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 signalled 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.

For further information about *CONNECT*:

<http://www.crossbridgeconnect.com>

info@crossbridgeconnect.com

Tel: +65 6723 8173

For Media Enquiries:

Ena Yow

Cognito APAC

crossbridgeAPAC@cognitomedia.com

Tel: +65 6221 7310

###