

**‘CONNECT BY CROSSBRIDGE’ INTRODUCES ANOTHER FIRST TO SINGAPORE – CASH PLUS™ CERTIFICATES DENOMINATED IN SINGAPORE DOLLARS**

- *Singapore’s first and largest robo-advisor ‘CONNECT by Crossbridge’, introduces another first to Singapore – Cash Plus Certificates in Singapore Dollars*
- *Available for investment as of August 5, Cash Plus Certificates will be featured on the CONNECT platform in both English and Simplified Chinese.*
- *Offering competitive returns, Cash Plus Certificates will be made available with an auto-roll feature and clients will not be charged any early redemption fees should they choose to exit before maturity.*
- *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 and Julius Baer*

**Singapore, 5 August 2017** – [CONNECT by Crossbridge](#), today announced what is another in a string of firsts for the Singapore market - by Asia’s first and largest functioning robo advisor for Accredited Investors.

With the launch of its latest product - Cash Plus™ Certificates denominated in Singapore dollars - CONNECT becomes the first digital adviser to offer a local currency-denominated investment product which will also be featured on the CONNECT platform both in English and in Simplified Chinese.

“We launched CONNECT for clients who were looking for high quality investment options, who wanted to choose their own risk and return objectives and who have been historically underserved in this market,” said Charlie O’Flaherty, Head of Digital Strategy & Distribution at Crossbridge Capital.

“This new Singapore dollar cash alternative product, offers clients a further online choice, since all other products offered by robo advisors in the market are only denominated in US dollars,” O’Flaherty added.

Crossbridge Capital is sponsoring the investing event at Suntec Singapore Convention & Exhibition Centre. It is the leading and established wealth management firm serving ultra-high net worth investors globally, including in Singapore, and it launched CONNECT late last year to empower accredited investors who were looking for a customized and hassle-free solution to meet their investment needs. This announcement comes on the heels of CONNECT launching full digital on-boarding for its clients earlier this year.

“We want to help customers reduce volatility and enhance performance in their portfolios through diversification across multiple asset classes. The new Cash Plus Certificates are

conservative money market products, offering competitive yields, with no foreign exchange exposure and are fully capital protected when held to an anniversary date,” O’Flaherty added.

A key feature of CONNECT by Crossbridge is its simple, efficient and transparent fee structure with no commissions or hidden charges. The Cash Plus Certificates will be no different. They will be made available with an auto-roll feature and clients will not be charged any early redemption fees should they choose to exit before maturity.

“Clients can include Cash Plus Certificates in their portfolios from August 5, 2017. We have also created a feature page for this new product on the CONNECT platform which, for the first time, will be displayed in Simplified Chinese as well as English”.

CONNECT by Crossbridge works with best in-class providers and has been operational since November 2016 with excellent track records on all of its portfolios. It uses actively managed Certificates as the investment vehicle for investors’ portfolios. Banque Julius Baer, one of Switzerland’s most revered 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 chosen to provide optimal returns at every level of risk.

More information can be found at <http://www.crossbridgeconnect.com>

## **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 – from Istanbul to Ulan Bator, Moscow to Dodoma – supported by a team of 35 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 <http://www.crossbridgecapital.com>

### **For further information about CONNECT:**

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