

ONE PAGE ABOUT fiindo



Why are Germans so lazy about investing?

Many people shy away from self-responsible investing and from establishing or expanding a future-oriented financial strategy that goes beyond their everyday salary account.

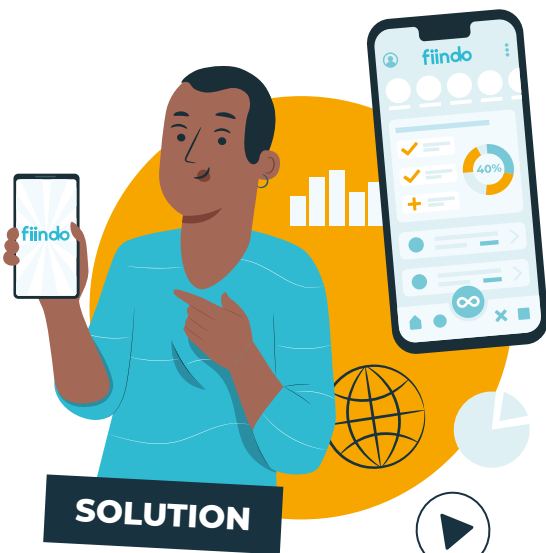
They find the topic boring, dry and too complex. Understandably, an abundance of data, media reports and financial portals makes it impossible for beginners to keep track.

The path to your first investment doesn't have to be complicated!

How about an app that makes exploring investment topics as easy and intuitive as scrolling through a social media app?

fiindo makes it possible. Our app combines the depth and data quality of reputable data providers with a user-friendly, entertaining and diverse interface.

Thanks to the intuitive navigation and smart AI, users experience the world of investing not as a complex challenge, but as an exciting personal journey.



SOLUTION

STARTING POINT

2023

2024

2025

...

Company foundation
Design and development of the first AI processors
Release of the fiindo-Engine 1.0 for data aggregation

Improvement of AI models and processors
Development and release of the first data platform, including integration of initial user feedback
Optimization of the technical infrastructure for the subsequent scaling of the app

Development of the first app prototype
Training our AI models and processors to generate content
Testing and collecting user feedback through our prototype

Development of our MVP – the fiindo app
Launch of marketing campaigns and user acquisition
Development of algorithms for user data utilization

THAT'S NEW!

What makes the fiindo app so unique?

With fiindo, we're creating an **all-in-one-app** where interested investors can find everything they need for successful investments and the motivation, to stay on track.

Ease & efficient:

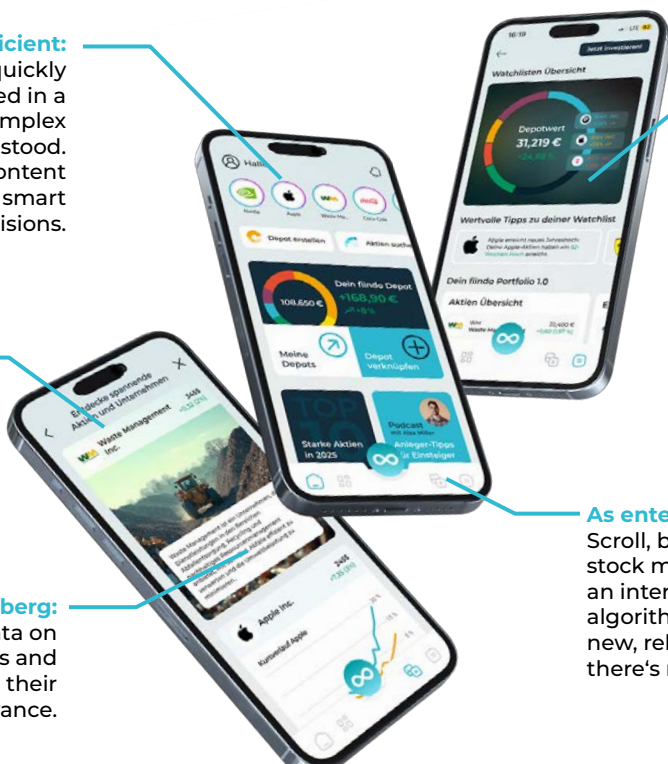
Relevant information is quickly accessed and presented in a multimedia way, so even complex topics can easily be understood. Users receive exactly the content they need to make smart decisions.

Inspiration:

The app presents new investment opportunities and companies that match the user's individual interests and values.

As accurate as Bloomberg:

fiindo delivers precise data on more than 10,000 stocks and sectors that impress with their timeliness and relevance.



Financial education:

By building financial knowledge, fiindo reduces mistrust and prejudices towards stocks and other financial instruments. That way, fiindo strengthens the ability to handle investments safely.

As entertaining as social media:

Scroll, browse, like – fiindo turns stock market information into an interactive experience. The algorithm continuously delivers new, relevant content, ensuring there's no chance of boredom.

OUR SECRET SAUCE



The innovative AI behind fiindo

The smart fiindo-AI: Thanks to our innovative AI, you can always get quick and personalized answers to all your questions regarding companies and investment topics – without drowning in a flood of data. It's not about having all the information, but rather the information you really need.

YOU SNOOZE – YOU LOSE!

Why the perfect time for fiindo is NOW

By 2027, the global FinTech market will reach over **USD 460 billion**

91% of financial companies want to intensively expand AI-Technology

"Digital solutions are booming!"

"User-friendly financial apps and a good user-experience are more important than well-known brands"

81% of Germans prefer online banking

The FinTech market is growing rapidly. By 2027, the global FinTech market will reach over USD 460 billion, with particularly strong growth in the retail investing sector.

AI as an investment trend. 91% of financial institutions want to intensively expand AI technologies, and generative AI in particular is gaining massive importance.

Digital solutions are booming! Digital brokers and micro-investing apps (such as Trade Republic or Robinhood from the US) are increasingly enabling easy access to the stock market. Young users, in particular, prefer intuitive and simple solutions.

Young investors are conquering the stock market. In 2022, the number of investors under 30 increased by 40%. Around 600,000 young people invested for the first time. What's striking about Gen Z is, that family and social media is the most common sources of information.

Mobile banking as first choice. 81% of Germans use online banking, among seniors (65+), the number is 54%. What's surprising is, that brands are becoming increasingly less important when choosing a bank. Instead, user-friendly apps and a good user-experience are determining the choice of a bank.



TRACTION

Growing user interest

We already have **several hundred registered users on our waiting list**, all eagerly awaiting the app's launch.

THESE NUMBERS

SPEAK FOR THEMSELVES

Fact is:

76%

of Germans use a **smartphone app to manage their bank accounts** because it is so **quick and easy to handle**. Therefore, users have a fundamental level of **trust in digital technology**.

The number of Germans who **use social media apps on a daily base** lies around

87%

For these users the following applies: **The simpler, more intuitive and more interesting** the app, **the more time** they'll spend using it.

When it comes to **actively investing in stocks, equity funds or ETFs**, the German population lies only around

17,2%

CONCLUSION

These stats show, that a significant portion of Germans are **familiar with digital media, new technologies and even manage their finances with apps**, while owning investment products unfortunately is not very common.

Fact check! All sources and studies on the figures mentioned can be found at: www.fiindo.de/quellen

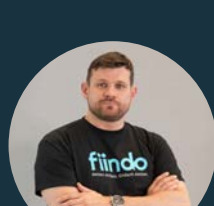
GET TO KNOW US

We are a team of financial experts, developers, and creative minds. Our secret weapon? Experience and expertise across a wide range of topics. Your partner in crime for a financial revolution!



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