

Press Release



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wikifolio.com: Unique offer + proprietary technology = international growth

Vienna (December 14, 2016) – Europe’s leading online platform for trading ideas of private traders and professional asset managers ranks 9th among EMEA’s fastest growing tech-companies and is ready to leverage its first mover advantage in further European markets.

wikifolio.com started in Germany in 2012 and can now look back on a four-year success story. The results to date: More than 15,500 wikifolios, more than 5,500 wikifolio certificates - of which about 1,000 have been around for more than three years - and more than 10 billion Euros worth of handled trading volume. Since beginning of the year 2016 more than 1 million unique users were recorded on the social trading platform. Based on customer orders, wikifolio certificates were among the most actively traded products in the index and participation certificates segment of EUWAX in 2015.

Convincing business model

Recognition for the fintech’s business model also comes from outside the wikifolio.com universe. Lang & Schwarz, issuer of the wikifolio certificates, won the Certificate Awards 2015 with its financial products being “One of the most spectacular innovations of recent years”, according to jury.



In April 2016 wikifolio.com obtained the European FinTech Award. An international jury of investors, companies and experts in the financial sector declared wikifolio.com as company with the potential to decisively change the market with its innovations, customer orientation and unique products and services.

A perfect combination of success factors

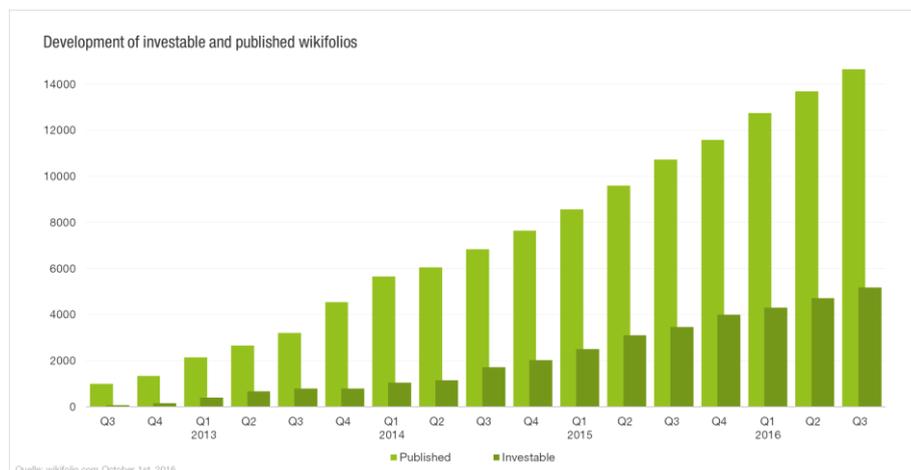
The main factor of success is, according to Andreas Kern, CEO and founder of wikifolio.com, the combination of the unique offer with proprietary technology: "Our offer is right on target with its easily accessible and transparent product. Our platform is based on proprietary technology, which makes the market entry even more difficult for competitors. This is the perfect setup to leverage a first mover advantage in further European markets." Andreas Kern continues: "Our vision is the democratization of the global investment market."

Since very recently, traders and interested persons from all over Europe are able to use an English-language version of wikifolio.com. Also, wikifolio virtual portfolios can be managed in English and form the basis for an exchange-traded financial product. For realizing the trading ideas, not only the Euro, but another six basic currencies are available: Swiss franc, Pound sterling, US dollar, Norwegian krone, Swedish krona, Polish złoty.

Cooperation instead of cannibalization

The fintech company illustrates how cooperation can work between start-ups and established financial service providers. Strategic partnerships such as with the issuing house Lang & Schwarz, the Stuttgart stock exchange or cooperations with financial institutions like HSBC Trinkaus, UBS or societe generale, provide a win-win situation for all involved.

Moreover, wikifolio.com maintains media partnerships with Onvista (largest financial portal), Finanzen100 (leading financial app) and Wallstreet-Online (largest financial community) in Germany or with Cash.ch and the Neue Zürcher Zeitung (NZZ) in Switzerland.





Key figures (as of December 14, 2016):

Start of operations:	2011
Launch of online platform:	2012
Founder and CEO:	Andreas Kern
Employees:	35
Investable wikifolios:	more than 5,500
Unique visitors (2016):	more than 1 million
Trading volume:	more than EUR 10 billion
Certificate fee:	0.95 % p.a. (calculated exact to the day)
Performance fee:	5-30 % of profit (High Watermark principle)
Main shareholders:	Speed Invest GmbH, Austria (30 %) DvH VENTURES, Germany (21 %) Andreas Kern, Founder & CEO (15 %) Lang & Schwarz AG, Germany (5 %) Business Angels & Management (29 %)
wikifolio participation certificates issuer:	Lang & Schwarz Aktiengesellschaft
Listing partner:	Börse Stuttgart AG
Additional partners:	S Broker AG & Co. KG OnVista Media GmbH finanzen.net GmbH Finanzen100 GmbH comdirect bank Aktiengesellschaft Consorsbank

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About wikifolio.com: wikifolio.com is Europe's leading online platform for trading ideas by private traders and professional asset managers. It is the only supplier to enable investors to participate in the performance of sample portfolios via exchange-traded index certificates.

The financial technology company was founded in August 2012 in Vienna and converted into a stock company in December 2014. Andreas Kern is founder and CEO of wikifolio Financial Technologies AG. Shareholders of the company are, among others: Dieter von Holtzbrinck Ventures GmbH, holding company of publishing group Handelsblatt, the issuing house Lang & Schwarz AG, and the venture capital company Speed Invest GmbH.

In Germany, wikifolio.com cooperates with the Stuttgart Stock Exchange, comdirect bank, Consorsbank, Sparkassen Broker, OnVista Group, finanzen.net, Finanzen100 and wallstreet:online. Since March 2015, wikifolio.com is also available for Swiss investors and traders. Partners are the financial portal cash.ch and the Neue Zürcher Zeitung (NZZ).



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How wikifolio.com works: At wikifolio.com, experienced private investors and asset managers alike can realize their trading strategies as virtual portfolios, so called wikifolios. As soon as they have collected ten votes from the community of traders and potential investors, they undergo an editorial check-up.

Once the wikifolios have taken these obstacles, they constitute the basis for index certificates issued by the Lang & Schwarz issuing company. These certificates get their own securities number and are listed at the Stuttgart Stock Exchange (EUWAX). In addition, all buys, sells, and comments by the social traders can be viewed in real time on the online platform.

wikifolio certificates are tradeable at all banks having a link to the Stuttgart Stock Exchange as well as on the Lang & Schwarz trading platform. Investors automatically "follow" the security buys and sells in the wikifolio. They thus participate in its performance.