

Press release EN

## Easy and low-cost investment in shares & ETFs: neon launches neon invest

**Zurich, 13 July 2023.** *neon, the fast-growing FinTech based in Zurich, is expanding its product offering to include a simple and low-cost feature for investing in shares and ETFs; directly from within the Swiss account app. With this new feature, neon offers a direct alternative to national and international providers to its more than 160'000 users with the aim of further reducing redundant hurdles as well as costs for independent investing.*

### **neon account app now offers investments in shares and ETFs**

«We are very pleased to introduce neon invest to the Swiss market after offering attractive interest rates on savings. Our goal is to further democratise investment possibilities and offer a user-friendly platform that simplifies the investment journey for everyone», says Timo Hegnauer, Head of Investment at Zurich-based FinTech company neon. «With neon invest, our users can access a diverse portfolio and build up their assets in a self-determined way – and at a low cost.»

The investment feature offers the possibility to invest in 224 Swiss and international stocks as well as in 65 ETFs directly from within the neon app. At the same time, neon invest waives custody account fees and offers a very simple and transparent price structure. Trading is carried out in Swiss francs with a fee per purchase or sale of 0.5% of the value for Swiss shares and all ETFs, and 1% for international securities. This makes neon invest particularly attractive for small and medium investment volumes and a longer investment horizon.

### **New solution in partnership with Hypothekarbank Lenzburg and BX Swiss**

The new offering was implemented with partners BX Swiss and Hypothekarbank Lenzburg AG. The latter manages the client custody accounts and handles the securities trading. «With neon invest, we are expanding an established partnership with a new, strong partner. Together we are creating a new, low-cost Swiss offering in a market that is currently highly concentrated», says Timo Hegnauer. «We will take advantage of this strong cooperation and quickly expand the product with additional titles and features in the coming months.»

### **About neon**

neon offers a simple, user-friendly and secure account solution as an app for all smartphones. Currently, more than 160'000 customers use a neon account. neon is thus the most widespread, independent Swiss solution for a low-cost and easy-to-use smartphone account. The account is managed by neon's partner Hypothekarbank Lenzburg and offers deposit protection of up to 100'000 CHF per customer. neon is backed by an experienced

team with Jörg Sandrock, Simon Youssef, Julius Kirscheneder and Patric Ammann as well as more than 50 employees.

**For further information,** please refer to our website [www.neon-free.ch/en/invest](http://www.neon-free.ch/en/invest) or co-founder & CMO Julius Kirscheneder: +41 (0) 76 200 00 15, [julius.kirscheneder@neon-free.ch](mailto:julius.kirscheneder@neon-free.ch)