

PRESS RELEASE

BhFS and Neurofinance Technologies cooperate to Deliver Behavioural Finance-based Advisory Solutions to Russia and Kazakhstan

November 12, 2018

BhFS Behavioural Finance Solutions GmbH (BhFS), a spin-off company of the Universities of St. Gallen and Zurich that develops scientifically-founded and innovative solutions to the financial services industry worldwide, and Neurofinance Technologies (NFT), are proud to announce a co-operation in Russia and Kazakhstan. The cooperation will combine both companies' expertise, technologies and networks to deliver scientifically-founded advisory solutions to Russia and Kazakhstan.

BhFS and Neurofinance Technologies will implement, for commercial usage, advisory solutions based on behavioural finance research to determine investors' financial personalities and appropriate investment solutions.

"We are proud to cooperate with Neurofinance Technologies," BhFS funding partner Prof. Enrico De Giorgi said. "With a deep knowledge of the Russian market and experience in the industry, NFT will allow BhFS to propose and deliver our scientifically-founded solutions to Russian and Kazakhstani financial institutions, improving this way their understanding of their clients."

"It is an honor to enter into a partnership with BhFS – international leader in the scientific-based solutions for the financial services sector", Dmitrii Lebedev, NFT's founder said. "This partnership gives us a key academic foundation for the algorithms applied in our software and ensures staying up-to-date with academic developments in behavioural finance for private banking. We are also delighted to work with academic experts and looking forward to further cooperate in Research and Development."

CONTACT

BhFS Behavioural Finance Solutions GmbH

info@bhfs.ch

ABOUT BhFS

BhFS (Behavioural Finance Solutions) is a spin-off company of the Universities of St. Gallen and Zurich. BhFS applies academic research to the development of practical and innovative solutions for banks, financial advisers, asset managers and insurance companies. Comprising a team of highly trained professionals specialised in behavioural finance, BhFS prides itself for being at the forefront of developing new ideas and innovative solutions to support clients to improve their understanding of real-world decision-makers.

www.bhfs.ch

ABOUT Neurofinance Technologies

With its roots at IESE Business School and Credit Suisse AG, Neurofinance Technologies (NFT) provides the wealth management industry with back-to-front digital and advisory solutions – automating the business processes, increasing EBITDA and providing compliance with local and international regulations. NFT is part of the Swiss Finance+Technology Association and is present in Russia and Spain.

www.neurofin.tech

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