

REYL & Cie partners with Aspiration, one of the fastest-growing US online financial firms

Geneva, December 12, 2017. REYL & Cie Ltd ("REYL"), the banking arm of REYL Group, a Geneva-based independent diversified banking group with assets under management exceeding USD 15 billion, is pleased to announce an investment alongside *Social Impact Finance* in the Series B funding round of Aspiration, a highly creative and fast-growing online banking company based in Los Angeles, CA. In doing so, it will join the likes of *Allen & Company*, *Omidyar Network*, *Capricorn Investments*, *Joseph Sanberg* and other leading investors in the technology space. For REYL, this reflects a concrete and designed entry into the digital banking and fintech segments as a first step to building an innovative digital banking strategy in the coming months and years.

Launched in 2015, Aspiration offers banking, investing and retirement products that help people improve their own financial situations while making a positive difference in the world. In a short time span, Aspiration has become one of the fastest growing online banking and investing companies in America, adding thousands of new customers every week. On an annual basis, Aspiration customers transacted over USD 2 billion on the Aspiration platform. At USD 47 million, Aspiration's Series B funding is the largest B round ever raised by an online banking company. Aspiration intends to use the proceeds to accelerate its growth in customers and new products as it works towards its objective of becoming the most pro-consumer, pro-conscience financial firm in the market.

REYL will be a member of Aspiration's advisory board, which portrays its intent to be a proactive synergy-focused investor and, in the future, to encourage the expansion of Aspiration into international markets.

"Innovation and the entrepreneurial spirit are at the core of REYL's DNA. This investment came naturally as we share the same values and vision as the team at Aspiration," said François Reyl, CEO of REYL. *"We are aware that one of the banking industry's biggest challenges lies with developing a digital strategy that will not only focus on acquiring a new client base but also fundamentally enhance the quality, flexibility, pricing and transparency of the services delivered to existing clients. Here we are setting the wheels in motion on both fronts."*

"At REYL we are in a unique position, due to our size, ethos and shareholders, to be able to sow the seeds of change in our industry," says Pasha Bakhtiar, CEO of REYL Finance (MEA) Ltd. *"We are conscious that the rapid pace of change in the banking sector is driven not only by technology but also by the ability to cater to a younger client base for whom social impact is as important as the underlying product or service. Aspiration ticks both those boxes and therein lies their success."*

About Aspiration

www.aspiration.com

Since it opened for business in 2015, Aspiration has become one of the fastest growing online financial firms in America. It offers top-rated banking, investing, and retirement products that help its customers “Do Well” and “Do Good.” Aspiration’s revolutionary “Pay What Is Fair” business model trusts customers to choose the fee they pay, even if it is zero. Its *Aspiration Impact Measurement (AIM)* feature allows its banking customers to see their own personal Sustainability Score and the impact of their spending on people and the planet. Aspiration is also one of the most charitable financial firms in America, donating 10% of its earnings to microloans and mentoring for low-income Americans.

About REYL Group

www.reyl.com

Founded in 1973, the REYL Group is an independent diversified banking group with offices in Switzerland (Geneva, Zurich, Lugano), Europe (London, Luxembourg, Malta) and the rest of the world (Singapore, Dallas and Dubai). The Group manages assets of USD 15 billion and employs 210 professionals.

Developing an innovative approach to banking, the Group serves a clientele of international entrepreneurs and institutional investors through its *Wealth Management, Corporate & Family Governance, Corporate Advisory & Structuring, Asset Services* and *Asset Management* business lines.

REYL & Cie Ltd is licensed as a bank in Switzerland and performs its activities under the direct control of the independent Swiss Financial Market regulator (FINMA) and the Swiss National Bank (SNB). The REYL Group's subsidiaries are also regulated by the LPCC in Switzerland, the FCA in the UK, the CSSF in Luxembourg, the MFSA in Malta, the MAS in Singapore, the SEC in the United States and the DFSA in Dubai.

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