

## Allfunds and Endowus ink partnership to build new, fully integrated and automated digital fund brokerage platform

**HONG KONG, June 6, 2023** – Endowus, Hong Kong and Singapore’s leading B2C digital WealthTech platform, and Allfunds (AMS:ALLFG), a prominent global B2B WealthTech company for the funds industry, have joined hands to bring individual and institutional investors access to top-tier investment products in a timely and cost-effective manner, via a seamless and digitally-enabled experience.

Endowus has developed a unique, proprietary fund brokerage platform to support its no-fee, zero commission business model in Hong Kong. This platform is a testament to Endowus' commitment to technology and innovation. Its primary strength lies in its speed, accuracy, transparency, and capacity to process numerous investment orders simultaneously, and on a large scale.

Allfunds is an instrumental partner in this endeavour, providing its digital fund distribution capabilities to enhance the platform's operations. The seamless integration of Allfunds' features with Endowus' multi-broker, multi-currency, and multi-asset class platform is a win-win partnership, harnessing the strengths of both parties to improve and optimise financial transactions.

This partnership with Allfunds has enabled Endowus to expertly curate and swiftly onboard investment funds from a large universe of fund houses available on the Allfunds platform, bypassing the onerous process of negotiating individual distribution agreements with each fund manager. This streamlined digital process reduces the lengthy onboarding procedure involving due diligence and operational set-ups, to achieve business velocity and scalability. The connectivity and accessibility of Allfunds' digital infrastructure enhances Endowus' ability to provide its clients with a seamless and digitised experience through various investment lifecycles.

As a full-service wealth management platform, one of Endowus' signature offerings in Singapore and Hong Kong is its self-serve fund platform, also known as [Fund Smart](#), where clients can choose to invest in single mutual funds, or build multi-fund portfolios. By integrating with Allfunds, investors in Hong Kong have access to over 160 curated funds managed by 50 global managers in both the public and private markets, across asset classes including cash and money market, fixed income, equity, multi-asset, commodities, private equity, hedge funds and alternatives.

**Welcoming the new collaboration, Sebastien Chaker, Head of Hong Kong at Allfunds, said:** "We are delighted to be partnering with Endowus in Hong Kong, providing them with the agility to add new fund products to their distribution shelves in a rapid, compliant and cost-effective way. Our collaboration allows Endowus to focus on curating the funds and delivering a superior digital investment experience to their

customers, while Allfunds ensures seamless and cost-effective access to these funds in a fully digital environment.”

**Steffanie Yuen, Managing Director and Head of Hong Kong, Endowus, added:** "Endowus believes in the power of technology to provide Hong Kong investors with a next-generation wealth management experience that is digitally seamless, conflict-free, and transparent. Working with Allfunds has enabled us to offer investors an enhanced client experience where speed and low friction are favoured, while also providing broader access to best-in-class funds at a low and fair fee."

Endowus' proprietary wealthtech platform—designed for compatibility across multiple regions, counterparties, and regulatory markets—expertly integrates with Allfunds' broad universe of over 100,000 fund products from more than 3,000 fund houses globally.

This collaboration underpins Endowus' client-first philosophy, and its commitment to delivering institutional-grade services and investment solutions—at the lowest achievable cost. It also reinforces Allfunds' dedication to providing a global ecosystem and localised solutions to clients in Asia, helping investors address business challenges and uncover investment opportunities.

Endowus is Hong Kong's first fee-only, non-commission-based digital wealth management platform. The firm does not receive any sales commissions and provides an industry-first 100% cashback on trailer fees to its clients. This allows Endowus to remain independent and conflict-free when serving in its clients' best interest as their trusted fiduciary advisor.

- END -

## About Allfunds

Allfunds (AMS:ALLFG) is one of the leading B2B WealthTech platforms for the funds industry, offering fully integrated solutions for both Fund Houses and Distributors. Allfunds has built and continues to evolve an ecosystem that covers the entire fund distribution value chain and investment cycle, with solutions including dealing and execution, data and analytics tools, RegTech, ESG screening, and portfolio monitoring. It remains one of the best fully integrated one-stop-shops in the industry.

Allfunds spans the globe with 17 offices covering all major financial markets, with assets under administration of nearly €1.3 trillion, representing more than 3,000 fund groups and working with over 860 distributors in 62 countries.

\*Bogotá | Dubai | Hong Kong | London | Luxembourg | Madrid | Miami | Milan | Paris | Santiago | São Paulo | Shanghai | Singapore | Stockholm | Valencia | Warsaw | Zurich

For more information, please visit [www.allfunds.com](http://www.allfunds.com)

All figures as of 31.03.23

## About Endowus

Endowus is Asia's leading fee-only wealth platform. With entities licensed by the Monetary Authority of Singapore, and Securities and Futures Commission of Hong Kong (CE Ref: BQR225), Endowus is the first digital advisor in the region to span both private wealth (Cash) and public pension savings (CPF & SRS in Singapore), helping investors grow their money with expert advice and access to institutional financial solutions at low and fair fees, through a personalised digital wealth experience.

Founded in 2017, Endowus has raised a total of US\$50 million in funding from investors such as UBS, EDBI, Prosus Ventures, Z Venture Capital, Samsung Ventures, Singtel Innov8, and global leading venture capital firms Lightspeed Venture Partners and SoftBank Ventures Asia.

Endowus' leadership and growth have been recognised by the industry and it has attained numerous awards including, Singapore's Best Digital Wealth Management, CEO of the Year (Asia Asset Management's Best of the Best Awards 2023), Singapore's Fintech Startup of the Year (The Asset Triple A Digital Awards 2022), and Startup of the Year and WealthTech of the Year (Asia FinTech Awards 2022). Endowus is also among the firms named in Forbes' "100 to Watch" list for 2022 and LinkedIn Top Start-ups 2022.

The Endowus Group comprises Endowus' licensed companies in Singapore and Hong Kong, as well as Hong Kong-based Carret Private. Endowus Group serves tens of thousands of clients with assets over US\$4 billion and is one of the largest independent wealth managers in Asia. From a combination of trailer fees rebates as cashback, savings from the access to institutional share class funds, and savings from access to funds where Endowus is an exclusive distributor, Endowus has created more than US\$15 million in savings for its clients.

**Media enquiries:**

**Allfunds**

Katherine Sloan  
Head of Marketing and Communications  
+34 91 274 64 00  
katherine.sloan@allfunds.com

**Endowus**

Denise Yuen  
PR & Communications Manager  
+65 9478 7377  
denise.yuen@endowus.com

Tweety Chan  
+852 3002 3761 ext 3766  
EndowusHK@teamlewis.com

Zilia Tam  
+852 3002 3761 ext 3769  
EndowusHK@teamlewis.com

**Investors:**

Allfunds Group Investor Relations  
+34 91 274 64 00  
investors@allfunds.com