

Apiax' new tax product addresses key challenges of financial industry

Zurich, August 28, 2018 – Zurich-based RegTech startup Apiax' new product allows banks and asset managers to factor the tax impact of financial instruments into their investment recommendations. The product addresses key challenges in wealth management, such as the need to increase the quality and frequency of client interactions and the rising demand for tailored investment advice and new investment products.

Apiax' new tax product allows to leverage digital tax rules for investment needs. Financial service providers can inform clients about tax-heavy financial instruments and offer them tax-efficient investment recommendations instead. The product allows financial service providers to increase the quality and frequency of client interactions, a pain point in the industry.

Ralf Huber, Legal Lead and Co-Founder of Apiax, says: "Financial institutions can finally make use of tax calculations in their advisory processes. This is the missing piece in the puzzle of value-added, personalised investment advice."

Apiax' solution allows to activate clients with engaging investment proposals and to create a differentiating product offering in an increasingly competitive market environment. It addresses one of the main challenges in wealth management today: the rising demand for tailored investment advice and value-added investment products.

Philip Schoch, Product Lead and Co-Founder of Apiax, says: "We wanted to create a product that allows financial service providers to focus on their customers without ever losing sight of investment performance. We're proud to have achieved just that with our new tax product."

Factoring tax regulations into investment recommendations allows to target tax-adjusted returns instead of cost-adjusted returns only (read more on the [Apiax Blog](#)). While the topic of tax-efficient investing has received limited attention so far, it is set to become more important with increasing transparency, ever more demanding customers, and the prospect of tax-suitability requirements looming on the horizon.

Apiax, a Swiss-based RegTech startup, boasts extensive industry experience. Former UBS Chairman Peter Kurer bought a stake in the company and helps the startup as an adviser ([Finews](#)). The startup acquired CHF 1.5 million in seed funding in September 2017 ([Startupticker](#)).

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About Apiax

Apiax builds powerful tools to master complex financial regulations digitally. The Apiax Platform allows to transform complex regulations into digital regulatory rules which are constantly up-to-date and verified. These rules are consumable via mobile App or can be integrated directly into banking processes through an easy-to-use API. Apiax' cutting-edge technology provides legal and compliance teams with full visibility and control over their digital regulatory rules and empowers client advisors to serve their clients more efficiently and in a fully compliant manner.

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