



Huddlestock expands IaaS offering to Sirius Asset Management

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Huddlestock Fintech AS ("Huddlestock"), a leading investment technology and services provider, has expanded its existing Investment-as-a-Service ("IaaS") agreement with Sirius Asset Management ("SAM"), a Swedish-based asset manager. The agreement extends Huddlestock's delivery of software and back-office operations.

"This expanded IaaS agreement in Sweden, reaffirms that our offering effectively meets the growing needs of our customers," said Leif Arnold Thomas, CEO of Huddlestock. "By extending our IaaS offering to existing customers, we continue to strengthen our presence in the Nordic markets, in line with our growth ambitions."

Sirius Asset Management, a licensed securities firm, caters to high-net-worth individuals and institutions aiming to maximize returns while minimizing risk in global markets. Currently, Huddlestock provides software and back-office operations for SAM. Following the expanded agreement, SAM's clients will also be able to subscribe to and keep SAM's investment funds on their accounts.

Huddlestock's IaaS revenue will be generated through a volume-based fee structure based on assets under administration.

Huddlestock operates in a self-reinforcing growth market characterized by an increasing number of investment platforms, more investors, and evolving investor preferences. By using Huddlestock's IaaS platform, businesses can access investment tools and expertise without the need for extensive infrastructure or in-house resources, allowing them to quickly deploy modern and cost-effective financial services solutions.

Within its existing geographical markets, Huddlestock sees significant untapped potential for its services. The company is pursuing this by upselling to existing customers and forging new customer relationships. Upselling activities are an effective way to drive growth without high acquisition costs. Upselling adds value to existing customers and provides Huddlestock with valuable insights into evolving customer needs, strengthening Huddlestock's ability to capitalize on emerging opportunities.

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About Huddlestock Fintech AS

Huddlestock is an innovative technology software provider through its Investment-as-a-service offering, with full operational service support and a leading financial Consultancy services business. We deliver innovative and sustainable technology and operational solutions to companies offering financial products and services.

Find out more at huddlestock.com

Attachments

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