

## **Press release**

### neon receives growth financing and launches equity crowdinvesting for its customers

*Zurich, 3 June 2021.* The Zurich-based fintech neon has received funding of 7 million CHF from its pre-existing investors, safeguarding the start-up's innovative products and its sustainable growth going forward. With 70,000 customers already on board, neon is launching equity crowdinvesting with tokenised non-voting shares (participation certificates) in June so these users can have a hand in its future success.

#### **Existing investors safeguard sustainable growth**

The Swiss bank challenger neon is continuing its run of success and has completed a financing round, following explosive customer growth in recent months. A wide range of supporters from pre-existing investors as the TX Group, BackBone Ventures, QoQa Services SA, the Helvetia Venture Fund, the Schwyzer Kantonalbank's innovation foundation, as well as private investors, have invested an additional 7 million CHF in neon.

Samuel Hügli, Head of Technology Services & Ventures at the TX Group, is a firm believer in neon: «Over the past year, neon has shown that its concept of low-cost, everyday mobile accounts with Swiss deposit insurance has gone down well with the general public, and that it is able to successfully launch innovations like neon green. We are firm believers in neon and want to make a sustainable contribution to its success by expanding our financial support and offering our expertise in marketing and development.»

«We're delighted that our pre-existing investors are supporting our sustainable growth and future product innovations in this financing round, to ensure we can maintain our dynamism in Switzerland's retail banking sector!» says Jörg Sandrock, CEO and co-founder of neon.

#### **First neon equity crowdinvesting in June**

neon is also letting neon customers make exclusive direct investments in the start-up and play a role in its future success. Equity crowdinvesting will take place in June, with the aim of getting as many customers interested in investing in neon as possible.

«We can sense just how committed our users are to neon, so we've reserved an additional 1.5 million CHF for direct investments, after the financing round,» says Yves Collet, neon's CFO. neon is creating new, tokenised non-voting shares (participation certificates) for the future crowd investors, which will be held in a personal wallet. The Swiss digital asset specialist Sygnum Bank is acting as the tokenisation partner.

#### **About neon**

neon offers a simple, user-friendly and secure account solution in the form of an app that can be used on every smartphone. The company recently expanded its range to include neon green, a sustainable account for the Swiss market. At present, around 70,000 customers are using a neon account.

neon users can set up and access a bank account in less than 10 minutes after completing a digital registration process. The account is managed by neon's partner, Hypothekarbank Lenzburg, offering deposit protection of up to 100,000 CHF per customer. neon is backed by an experienced team of Jörg Sandrock, Simon Youssef, Julius Kirscheneder and Patric Ammann, and has around 30 employees.

**For more information,** please see our website <https://www.neon-free.ch> or contact our co-founder/CMO, Julius Kirscheneder: +41 (0) 76 200 00 15, [julius.kirscheneder@neon-free.ch](mailto:julius.kirscheneder@neon-free.ch)