

Press Release



fino is on the move: Internationalization is about to take shape

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Since the entry into force of the EU directive PSD2, fino has made it easier not only to establish its smart financial services internationally, but also to actively participate in shaping this new, Europe-wide market. In a globalised world, in which our friends and family live and work all over the world, it is only logical to penetrate foreign markets.

"Last but not least, we want to keep pace with our partners, who are also involved on the international stage," says Florian Christ, fino's founder and CEO, explaining the decision to enter the European and successively global market and thus maintain the leading position of the German Fintechs.

Where digital banking services are already established in Germany, things are different in some neighbouring countries. Despite growing demand for smart and efficient payment options, there are still hardly any online banking offers in Spain, for example. In Italy and Greece, too, the banking system has not been very innovative to date. fino can face this together with its well-known partners and take on a pioneering role in digital financial services far beyond Germany.

"In addition to the idea of gaining a foothold in an underdeveloped market, we at fino also have the idea of convincing with our product approaches," continues Florian Christ.

In Croatia, for example, accounts are often changed. fino's sophisticated account change service and help would be the right approach here. In Spain and France, almost every second payment is made via a debit-card - "so this aspect would also be an opportunity for product development" Christ continues. And the North American market is also the largest market worth promoting fino's innovative products beyond the Atlantic. After all, the company's vision is to have fino in every second pocket by 2020 in Europe and the USA.

About fino

Founded in April 2015, fino brought the first intelligent and fully automatic account change in the industry online in October 2015. Today fino offers twelve products and services that complement the core business of companies, banks and insurance companies digitally and sustainably strengthen customer loyalty. This includes, for example, intelligent cash flow analysis, which detects irregularities or identifies different situations in life (so-called life-changing moments) from the bank account.

Find out more: <https://fino.digital>

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