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findependent launches investment focuses for 30'000 clients

The digital asset manager findependent is developing its investment solutions further. From now on, over 30'000 clients can choose from three investment focuses. Alongside the existing standard investment solution, findependent is introducing the "Global" and "Switzerland" variants. This is also with a view to the upcoming launch of its own pillar 3a.

findependent's standard investment solution is based on a broadly diversified, global ETF strategy with a focus on the Swiss market. In the equity portion, the local weight is 40% for each of the five investment solutions.

The new investment focuses offer investors expanded options:

- **Global investment focus:** Reduces the Swiss quota in the equity portion of the investment solution to around 10% and aligns with market capitalization.
- **Switzerland investment focus:** Strongly increases Switzerland in the equity portion of the investment solution to around 80%.

"Our philosophy remains unchanged: we make investing simple, transparent, and low-cost. But our clients have different ideas about how strongly the 'home bias' should be weighted in their investment solution," explains Matthias Bryner, Founder and CEO of findependent. "Now we offer this flexibility with a few clicks in the app, without giving up the simplicity that defines us."

Redesign of app and website prepares 3a integration

Fittingly for this expansion, findependent has rolled out a comprehensive redesign of the app and website. In addition to a more modern user interface, the app now offers an aggregated return overview across all investment solutions. At the same time, the relaunch creates the technological and visual basis for seamlessly embedding the upcoming Pillar 3a offering into the existing app architecture. "We are working at full speed on the launch of our own 3a investment solutions by mid-October 2026," reveals Bryner.

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