

PRESS RELEASE

Software pioneer included in the customer portfolio: public imaging supports market entry of Ortec Finance

Since 1 April, public imaging is responsible for a new account in the area of financial technology. The Hamburg-based agency for financial communications takes over communications for Ortec Finance in Germany. The internationally leading provider of MiFID II-compliant software solutions and consulting services, including for (private) banks, has been opening up the German market since 2017. With over 35 years of experience and a share of around 80 percent in the retail sector, Ortec Finance is the market leader in its home market in the Netherlands.

Hamburg, 3 April 2017 – New mandate goes to Hamburg: The PR agency public imaging wins Ortec Finance as a customer and is building out its international customer portfolio – with its fifth new account in the past six months.

Ortec Finance is a global provider of technology and consulting services for return and risk management in the B2B business. Customers include insurance companies, (private) banks, asset management firms as well as pension and retirement funds. The product portfolio offers, in addition to a robo advisor and a user interface, MiFID II-compliant software solutions that support tailor-made, target-based and risk-adjusted financial planning. For this purpose, models such as a dynamic scenario analysis are used.

Customers can change their financial planning at any time and integrate factors that are relevant to them. Ortec Finance's holistic approach is based on quantitative research, expertise and decades of practical know-how. It also contains a customer advisory tool that keeps all goals and risks in view at all times. Ortec Finance observes the markets in real time, pursues the goal achievement of the customer and warns the customer if there is a need for action.

MiFID II-compliant software developer with more than 35 years of experience in the market

The Dutch software provider was founded in Rotterdam in 1981. Today, 220 employees are working in the offices in London (UK), Toronto (Canada), Amsterdam (the Netherlands) and Pfäffikon (Switzerland). Ortec Finance supports and advises around 350 customers worldwide. In the Netherlands, Ortec Finance has a market share of 95 percent in the institutional business.

“We are 100% right on course for growth. After Belgium, the Netherlands, Luxembourg, the United Kingdom, Switzerland, Canada and Scandinavia, we would like to open up the

German market and establish the brand Ortec Finance on a broad footing. We opted for strategic and state-of-the-art communications together with public imaging. The agency, established in the market for more than two decades, is seen by us as one of the pioneers in their field of expertise”, says Ton Kentgens, Global Business Development at Ortec Finance.

Arne Pflugrad, Managing Director of public imaging: “With the cooperation with Ortec Finance, we are expanding our fintech expertise within our broad customer portfolio and occupy a topic that is of great relevance in 2017 – in less than a year, new regulatory guidelines will be in force. As MiFID II-compliant solution providers in the IT and finance industry, the company matches our profile perfectly. Our task will be to position Ortec Finance and its pioneering solutions in Germany with a custom-tailored approach and to advise the company in terms of strategy. For an efficient dialogue with both the media and customers, our in-house developed PR tools are used here in addition to an in-depth editorial treatment of specialist topics – tools that make communications transparent and measurable.”

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About public imaging Finanz-PR & Vertriebs GmbH

public imaging was founded in 1996 by Peter Ehlers, Managing Partner. In addition to traditional and online PR, the Hamburg-based service provider offers full service in the areas of content marketing, digital solutions, social media, film productions, media planning as well as corporate media in the financial, insurance and real estate sectors. The customer base includes companies such as AB, Berenberg, BNY Mellon IM, Edmond de Rothschild Asset Management, HSBC Global Asset Management, MoneYou, Robeco, Schroders and UBS Asset Management.

About Ortec Finance

Ortec Finance is a global provider of technology and consulting services for return and risk management. The Dutch software company was founded in Rotterdam, the headquarters of the company, in 1981 and currently has around 220 employees in London (UK), Toronto (Canada), Amsterdam (the Netherlands) and Pfäffikon (Switzerland). The company serves and supports 350

customers worldwide in the areas of insurance, banking, investment management, asset management as well as pension and retirement funds.