WealthTech platform BYOB announces new Advisory Panel

Friday 23 April, 2021

Wealth and asset management technology platform, BYOB, welcomes four industry leaders as new advisors to help guide the company's growth.

LONDON, April 23, 2021 - WealthTech platform Build Your Own Beta (BYOB) announced today the formation of their Advisory Panel. The panel consists of four industry leaders boasting years of experience in varying sectors of the investment space including; wealth management, fund management, venture capital, pension funds and servicing UHNW, large families and institutions.

The selected advisors will leverage their skills and experience to support the growth of the business and help with the continuous development of the product as an intuitive, innovative and cost-effective solution to help investment professionals overcome the challenge of manual day-to-day tasks.

The newly appointed Advisory Panel consists of:

- **Annamaria Koerling - Managing Partner at Delfin Private Office, Commissioner at JFSC**
  "I am delighted to be joining the BYOB advisory panel. BYOB gives family offices and endowments the reporting and analytical tools to achieve deeper and more meaningful insights, transforming the customer experience and enabling them to future-proof their wealth. I don't know of any other system which allows you to visualise, analyse and report on investments in such a flexible and intuitive way."

- **Filippo Lanza - Chief Investment Officer at Numen Capital LLP**
  "*I am honoured to be part of the Advisory Panel at BYOB. I believe Sam and her team are on a mission to produce an outstanding platform, offering robust and flexible solutions to optimise and streamline the investment process*"

- **Mirko Cardinale - Head of Investment Strategy at USS Investment Management Ltd**
  "Data visualisation and integration is a constant challenge for investors leading to inefficient time allocation and poor decision-making: BYOB is a powerful solution to the challenge and has the potential to disrupt the financial analytics industry. I am very excited to be part of the Advisory Panel"

- **Manoj Soni - Chief Investment Officer at Capricorn Private Investments**
  "The wealth tech is a space that's been underserved for years and has failed to move with the times. It's been challenging to come up with scalable but flexible solutions and BYOB with its sophisticated mix and match approach helps to fill that void. We have literally just got started and that's what's so exciting."

  "We built BYOB to transform the day-to-day work of wealth and asset managers," said Samantha McBride, Founder & CEO of BYOB. "Annamaria, Filippo, Mirko and Manoj have already contributed significantly to our mission and bring a huge depth of industry experience to BYOB. We're thrilled to have them join us on our Advisory Panel. It's a great sign of things to come."

For more information, or to arrange a demo, please visit byobeta.com.

About BYOB

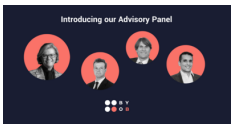
BYOB is a centralised platform designed to streamline - and optimise - the investment process. Built for investment professionals, BYOB organises their data, provides a bespoke analytical toolbox and manages portfolios & reporting requirements in a simple yet flexible way.

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