Plum makes crypto investing available for customers in Ireland via Bitpanda

- **Plum customers in Ireland will be able to buy and sell cryptocurrencies in their app with just a few taps, via services provided by Bitpanda**
- **5 major cryptocurrencies are available including Bitcoin and Ethereum**
- **Customers can invest from just €1, with unlimited transactions**

29th November 2022: Plum, the European smart money app, is adding crypto investing to its range of investment options in Ireland, **via services provided by Bitpanda**.

Plum customers can via Bitpanda now buy, sell or hold five popular cryptocurrencies through the app: Bitcoin (BTC); Ethereum (ETH); Cardano (ADA); Solana (SOL); Binance Coin (BNB). The company chose to offer these more established coins only at this stage to encourage a longer-term investing approach and reduce complexity.

Customers will be able to buy fractional shares of these cryptocurrencies and can start investing in crypto from just €1. All Irish customers will be able to access unlimited crypto transactions via the app at a fixed rate of 2.5% per transaction.

Plum launched commission-free* stock investing in Ireland in September. Together with crypto, the company is building a market-leading range of assets to allow Irish customers to diversify their investment portfolio in one smart app. With Irish people being named the biggest savers in the European Union during the COVID-19 pandemic, there is a strong market appetite for options for growing savings to beat rising inflation rates** .

Plum is working with fintech unicorn Bitpanda to make this crypto offering available, which means Bitpanda's cutting-edge API solution is fully integrated with the Plum app. As a result, Bitpanda's crypto services can be accessed through Plum's interface, with all transactions executed by Bitpanda. Crypto investments are physically backed up and kept in cold storage by Bitpanda to help ensure their safety. Customers can also access them whenever they want.

Victor Trokoudes, CEO and co-founder of Plum, **says**: *"Our Irish customers are keen to explore crypto as an asset class, so we are delighted to make this new service available to them in a quick and secure way. At Plum, our aim is to offer superior financial tools to help people grow their money over time in the most efficient way possible. Crypto looks set to play a key part in the investment journey of the future so it's exciting to be able to give customers access to this asset class now as part of a diversified portfolio. We've chosen to offer five, more established coins at this stage as we want to make financial management*

simpler for people and encourage a longer-term investing approach instead of shorter-term trading."

Eric Demuth, co-founder and CEO of Bitpanda, adds**:** "*As the industry evolves it is becoming increasingly clear that the best way for fintechs to truly have an impact on people's lives is by working together. Bitpanda White Label's partnership with Plum is a great example of this, and is now unlocking opportunity for investors in Ireland to take control of their financial futures."*

The Plum app has grown quickly across Europe thanks to its combination of automated saving and spend management tools alongside a range of investment options, with more than 1.4m customers using it. Crypto investing is also being introduced to its customers in Belgium, Spain and France.

ENDS

Notes for editors

**Subject to other fees*
***Source: Central Bank*

Cryptocurrency is an unprotected asset and a high-risk investment. You could lose your money and won't be protected if something goes wrong. You should not invest in or deal in any financial product unless you understand its nature and the extent of your exposure to risk. You should be satisfied that investing in cryptocurrency is suitable for you in the light of your circumstances and financial position.

Powered by Bitpanda GmbH through Plum Money CY Limited

Plum offers three subscription plans, Basic for free, Plum Pro for only €2 per month and Premium for €9,99 per month. While the Basic tier gives access to Plum's algorithm to help save money as well as the ability to invest in 700 US stocks. The Plum Pro account also offers additional smart rules such as Rainy Days, which puts aside extra money when it rains, and the new debit card. Finally, the Premium tier gives access to all of Plum's features, including an additional 800 stocks in companies from around the world, making a total of 1,500 stocks available for investment.

About Plum

Plum is money, motivated. We're the ultimate smart money app, with the mission to make wealth building automatic. Founded in 2016 by Victor Trokoudes (ex-Wise), Plum automates parts of personal finance that people find difficult or don't have time for, helping them save, invest, budget and manage their spending. Plum has over 1.5 million customers across the

UK and EU, helping them set aside more than £1.5 billion. The app ranked no.1 among fintechs and no.5 overall in the 2022 Deloitte UK Technology Fast 50, a ranking of the 50 fastest-growing technology companies in the UK. Plum is headquartered in London, UK, and has offices in Athens, Greece and Nicosia, Cyprus

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ABOUT BITPANDA

Bitpanda simplifies wealth creation. Founded in 2014 in Vienna, Austria by Eric Demuth, Paul Klanschek and Christian Trummer, Bitpanda exists to help people trust themselves enough to build financial freedom for their future. The user-friendly, trade-everything platform empowers both first-time investors and seasoned experts to invest in the cryptocurrencies, crypto indices, stocks, precious metals and commodities they want — 24/7. With more than 730 team members and steadily approaching 4 million customers, the company is one of Europe’s most successful fintechs.

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