



Press Release

Aion, a new subscription-only digital bank, launches in Belgium

- **Aion introduces its signature product MoneyMax™, which is designed to help members maximise their money by earning more on their savings, saving more on their household bills and spending less on their online purchases.**
- **Beyond day-to-day banking, Aion is also offering services such as ETF Management and a Personal Concierge to all regular members.**
- **Aion will support its online operation with a flagship branch in central Brussels, opening March 2020.**

Brussels, 3 March 2020 - Today Aion launches an online banking product in Belgium. The subscription-only bank has features to help members maximise their money through an AI-powered service called MoneyMax™. MoneyMax™ is a fast, convenient way for consumers to earn more on their savings, save more on their household bills and spend less on their online purchases. In addition to daily banking services, Aion is also offering an Exchange-Traded Fund (ETF) Asset Management product and Personal Concierge service to all its regular members.

Aion will open the doors to a flagship branch, located on Avenue de la Toison d'Or in the heart of Brussels, later this month.

An entirely transparent model that will change the way you bank

Aion believes that personal wellbeing starts with your financial wellbeing. It is impossible to focus on your own mind, body and soul when you are worried about your financial safety and security. Recognising that financial stress is the #1 contributor to household stress, Aion is on a mission to remove the barriers between you and your money. This includes eliminating add-on fees and charges that are often added to move your own money. ATM fees, currency exchange fees, fees to invest, fees to withdraw... it all adds up. With Aion's subscription model, all the added charges go away so that members can maximise their money.

“Moving money, withdrawing money, investing money, exchanging money, borrowing money, and even saving money shouldn't cost you money,” explains Wojciech Sobieraj, CEO of Aion. “Aion is on a mission to change the way banking is done. Instead of trying to upsell and maximise profits per customer, Aion charges a flat subscription fee so that we do all the hard work for you, our members.”



Maximising your money

A bank that can help you find the best price on a new pair of shoes? Cut your broadband bills? Find deals on your family holiday? Search other banks for a better interest rate? That is precisely what Aion's MoneyMax™ is designed to do: maximise your money.

"Members can earn more, spend less, and save more when they use MoneyMax™," explains Vic Walia, CMO of Aion. "Enabled by AI, MoneyMax™ searches for lower loan interest rates, finds ways to cut household utility bills, and compares online shopping with lower price alternatives."

MoneyMax™, Aion's signature product, helps Belgians proactively take care of their day-to-day spending so that they can focus on other important things that matter.

Premium services at other banks are free with Aion membership

What are generally considered to be premium services at most other banks, Aion includes in its regular membership such as ETF Asset Management services and a Personal Concierge service. With a regular Aion membership, investing in ETFs, optimising ETF portfolios and earning ETF investment income all come at no extra fees or hidden charges. Starting at an investment of just €100, members can open an ETF account and start making their money work harder for them.

Searching for concert or show tickets? How about a restaurant reservation in-town or on the road? With just a few clicks, every Aion regular member has access to a chat-based personal concierge for no extra fees or hidden charges.

Daily Banking, included

All regular members can expect daily banking features and services from Aion, including:

- Multi Currency Debit Card Account
- Instant Global Currency transfers
- Unlimited Worldwide ATM Cash withdrawals
- Foreign Currency Exchange
- ETF Asset Management
- Max Deposit
- Max Bills
- Max Loans
- Max Shopping (coming soon)
- Max Travel (coming soon)
- 24/7 Concierge Services
- 24/7 Customer Support

Access to all above services is covered by a Regular Membership fee of €19 per month.



Light Membership, which includes a multi-currency debit card and online currency exchange, is €1.90 per month.

A free 3 month trial is available for new members.

Secure financial backing

Aion is backed by Warburg Pincus, a global investment firm with a long history of backing world-class management teams which build sustainable businesses. *“Aion will revolutionise the financial services market in Belgium,”* says Daniel Zilberman, Managing Director and Head of Europe at Warburg Pincus. *“Aion’s cloud-based proposition has been designed to deliver unparalleled services, value and trust to both individual and business customers, via an easy to use app”.*

“We have committed significant financial resources to Aion, well in excess of what has been raised previously by any challenger bank at launch. Ultimately, the success of any financial services technology company is measured by the quality of its product, technology and management — and in this regard, we believe we are backing the very best”.

Activate your account

Customers can download the mobile app on [iOS](#) or [Android](#) app stores or visit the website [aion.be](#) to apply for an account.

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About Aion

Aion is a subscription-only digital bank designed to help members maximise their money. Aion combines the best features of traditional banks with the newest technological advancements in banking today. Aion’s operating model, subscription-only services, is reshaping the relationship between a bank and its customers, making services beyond day-to-day banking and investment accessible at the push of a button, and without any extra fees. Aion uses cutting-edge technology, including A.I., and the latest market insights to give customers easy access to the best deals, fair and transparent pricing, financial advice and personalised tools and recommendations – all to make customers’ lives easier, and without hidden commissions, costs, fees or other surprises.

Aion offers the agility of a tech start-up, combined with the security standards of an established bank. Aion’s top security specialists ensure that our clients’ safety comes first, thanks to the newest technological solutions with security checks exceeding international standards and an advanced cyber protection service to protect our clients’ digital identity.



Aion is backed by global investment firm Warburg Pincus, is managed by seasoned international senior executives with extensive expertise in growing financial institutions, has a full banking license and is supervised by the National Bank of Belgium.

About Warburg Pincus

Warburg Pincus LLC is a leading global private equity firm focused on growth investing. The firm has more than \$58 billion in private equity assets under management. The firm's active portfolio of more than 190 companies is highly diversified by stage, sector, and geography. Warburg Pincus is an experienced partner to management teams seeking to build durable companies with sustainable value. Founded in 1966, Warburg Pincus has raised 19 private equity funds, which have invested more than \$81 billion in over 890 companies in more than 40 countries. The firm is headquartered in New York with offices in Amsterdam, Beijing, Berlin, Hong Kong, Houston, London, Luxembourg, Mumbai, Mauritius, San Francisco, São Paulo, Shanghai, and Singapore. For more information please visit www.warburgpincus.com.

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