

# Press kit

# StashAway



## Media contact

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 StashAway

# About StashAway

StashAway is a data-driven digital wealth management platform that personalises financial planning and portfolio management for the vast range of needs of both retail and accredited investors.

It was founded on the belief that redefining wealth management is more than creating an app and a modern user experience; it's about making sophisticated investment strategies accessible to the mass affluent, leveraging advanced technology and data, and establishing trust with consumers as their world becomes increasingly mobile, technological, and ultra-personalised.

# Key Facts

Founded in 2016 by Michele Ferrario, former Group CEO of ZALORA; Freddy Lim, former Managing Director and Global Head of Derivatives at Nomura; and Nino Ulsamer, founder of multiple successful software companies around the world. The investment product was launched in July 2017.

In Malaysia, we operate with a Capital Market Services License for Fund Management from Securities Commission Malaysia.

StashAway is headquartered in Singapore and holds a Capital Market Services License for Retail Fund Management from the Monetary Authority of Singapore and a CMS Digital Investment Management license from Malaysia's Securities Commission. StashAway HK is licensed by the Securities and Futures Commission (SFC) in HongKong for Type 1 (dealing in securities), Type4 (advising on securities) and Type 9 (asset management) regulated activities.

**\$780,000 SGD**

(\$600,000 USD) seed round  
in November 2016

**\$3.3 million SGD**

(\$2.5 million USD) Pre-series A  
round in May 2017

**\$7.0 million SGD**

(\$5.3million USD) Series A  
in March 2018

**\$16.4 million SGD**

(\$12 million USD) Series B  
in July 2019

**\$22.3 million SGD**

(\$16 million USD) Series C  
in July 2020

**\$33.6 million SGD**

(\$25 million USD) Series D  
in April 2021

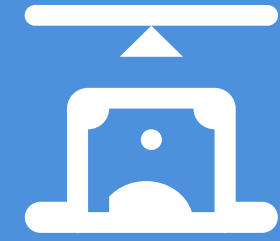
## USPs



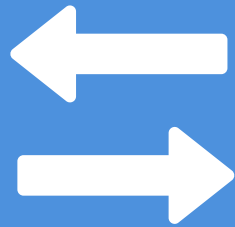
**No lock-up period**



**No minimum balance**



**Accept SGD deposits**



**Flexible deposits and  
withdrawals**



**Annual management  
fees between  
0.2% and 0.8%**

# Investment strategy

Our investment team designed an investment strategy that focuses on maximising returns while maintaining a given risk level under any economic condition. We call the investment strategy, Economic Regime-based Asset Allocation, or ERAA.

ERAA is designed to navigate the ups and downs of economic cycles, and it ignores market noise. Our system manages each portfolio's asset allocation based on how the asset classes historically perform in similar economic environments. In short, when economic data indicate a change in the economic environment or a valuation gap in an asset, the technology prepares the affected portfolio by re-adjusting the asset allocation to maintain the determined risk levels set by each individual client. After in-depth backtesting, we confirmed that ERAA would have outperformed in risk-adjusted terms during the global financial crisis of 2008, as well as over even longer time horizons.

More information on ERAA [here](#).

# Technology

Our technology is what supports the investment framework. It builds dynamic, personalised portfolios for each client by considering personal factors, such as salary, age, risk tolerance, and time horizon to reach a goal, and then combines those with external factors, such as the market and economic conditions, and inflation.

The technology manages the portfolio to ensure that the personal settings are always accounted for in the face of changing economic and market conditions that it looks out for. All security trading happens automatically and aggregately, which maximises efficiency that we pass along to our customers in the form of lower fees.

# Our Team



## Michele Ferrario

Chief Executive Officer,  
Co-Founder

16 years of experience in the  
financial industry and ecommerce

[Find Michele on LinkedIn](#)



## Freddy Lim

Co-Chief Investment Officer,  
Co-Founder

19 years of experience in cross-  
asset investing

[Find Freddy on LinkedIn](#)



## Nino Ulsamer

Chief Technology Officer,  
Co-Founder

16 years of experience in technology  
and building internet companies

[Find Nino on LinkedIn](#)



# Our Team



## Stephanie Leung

Co-Chief Investment Officer

16 years of experience in the financial industry and multi-asset investing

[Find Stephanie on LinkedIn](#)



## Nandini Joshi

Chief Operating Officer

17 years of experience in the retail industry and private equity

[Find Nandini on LinkedIn](#)

## Our board of directors



**Aaron Rozario**

Non-executive Director

10+ years in private equity, focusing on financial institutions, fintech and VC.



**Raj Dugar**

Non-executive Director

16+ years of leadership experience in private equity and banking



**Hwee Hoon Sim**

Independent Non-Executive Director

10+ years of experience as a Managing Director in C-suite positions in banking

## Our board of directors



### **Tushar Roy**

Non-executive Director

10+ years of experience in growth and advisory



### **Abheek Anand**

Non-executive Director

10+ years of experience in consumer internet, financial services, and deep tech

# StashAway

[www.stashaway.sg](http://www.stashaway.sg)

