

Wise Platform and neon: leveraging the power of strong ecosystems

PROBLEM

**Sending money abroad
can still be complex,
expensive, and slow**

For too long, Swiss customers have had few choices about how to send their money abroad.

Many Swiss natives are working or living abroad, and there are many second and third generation immigrants or expats in Switzerland with family abroad.

Yet, settling payments in different currencies and across countries has historically been extremely complex, in large part due to a lack of competition which allows banks to get away with complex and relatively expensive international payment services.

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SOLUTION

Delivering an innovative solution that fulfils neon criteria: digital, simple, customer-centric, and valuable

At neon, the Swiss neobank (and the first independent account app in the country!), it is important to us that we deliver a modern way of managing money. For our customers, that means low and transparent fees when sending money abroad.

neon's goal is to create the most affordable and easy-to-use account in Switzerland. One of the ways to do this is through partnerships.

Julius Kirscheneder, Co-Founder of neon, said: "Cooperation with partners allows us to focus on our core services while delivering an innovative solution that fulfils our neon-criteria: digital, simple, customer-centric, and valuable.

Partnerships also allow us to focus on the areas where either no solution for our customers exists in the Swiss market yet, or where we are convinced that we can provide a better solution than anybody else."

"We found a partner that shares our vision — we both aim to bring transparency to a market that was lacking it before.

Wise Platform's offer also stood out from the competition due to its high efficiency. Wise is not only low cost — it also enables fast settlement times and a simple, easy integration process."

— Julius Kirscheneder,
Co-Founder of neon

Find out more platform.wise.com

SOLUTION (continued)

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neon and Wise worked together to create a simple but powerful solution that is scalable and easy to use. Our integration today will allow us to add additional currencies or even whole new features quickly in the future to keep up with customers' changing needs.

IMPACT

More than 20,000 (over 15%) neon customers have used our integration with Wise Platform, right from within their neon app.

Neon customers are now able to send money in **more than 40 currencies around the globe**, and the number of transactions made is growing exponentially.

Of these transactions, more than 60% are settled into the recipient's account in less than 10 minutes. That's a big difference compared to the experience of international transfers from classic Swiss banks.

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