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Independent international research firm Sia Partners names Bolero top Belgian broker on the Belgian-Dutch market and fifth globally

Independent international research firm Sia Partners tested over 65 investment apps in more than 20 countries and four continents for its 'Investment Application Benchmark'.

Bolero is the top Belgian app in the Sia Partners ranking, and despite the dominance of five US players alongside growing international competition, Bolero also managed to claim fifth place in the global ranking.

The Sia Partners ranking includes three categories of investment apps:

- Investment apps integrated into a banking app
- Investment apps clearly tied to a bank
- Stand-alone apps

Sia Partners assessed each app based on six aspects, namely User Experience, Products and Markets, Innovation and ESG, Costs and Fees, and User Perception, which enabled it to objectively identify the best investment app for retail investors.

For Belgium, this is the Bolero app. According to Sia Partners, Bolero integrates a comprehensive, well-designed investment platform with a broad range of products and dedicated telephone support.

Sia Partners also noted that many apps from well-known Belgian-Dutch banks were not evaluated because they did not meet the minimum criteria to be included in the evaluation. For example, the apps in question were too limited in terms of features, user experience or available products.

Céline Pfister, CEO of Bolero, welcomes this recognition for the company: *'Everyone at Bolero, KBC Bank's online investment service, is extremely proud of this excellent result. We see it as the culmination of 25 years of hard work and our customer-oriented approach, combined with the expertise we can offer as part of the KBC group. In this respect, we consider the Bolero app's recent makeover to be the icing on the cake, as it allows us to really shine a spotlight on our strengths. We are focusing even more on offering a broad range of products in various markets, coupled with an*

excellent user experience. This is reflected in the growing number of new customers, more than 30% of whom are under 30 years old.

In addition, we offer our customers highly extensive information on financial markets and various training opportunities. Sia Partners also recognises the fact that our customers continue to greatly appreciate the support provided by the Bolero Order Desk.

We would, therefore, like to extend a special thank you to all our customers for the trust they place in us. The recognition we've received once again further fuels the motivation to continue down our chosen route.'

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