



# CitadelPay and the evolving Digital Wealth Space

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# Evolution of Traditional Wealth Management Solutions to Digital Platforms

- Younger generations are shifting towards digital platform.
- COVID-19 catalyst to changes in human behaviour.
- Accessible and user-friendly platforms.
- Increasing competitor in the industry.
- Data privacy and cybersecurity.
- Artificial Intelligence and Machine Learning.
- Overall upwards trend.



# Increased Digital Familiarity of Clients



Natural increase in client adaptation to digital platform



Robo-Advisory Portfolio



Environment, Social and Governance (ESG) values



# Citadel Pay as a Unique Platform to Provide and Promote Wealth Management Solutions



Expertise in  
financial markets



Personalised  
investment solutions



User  
Experience







# THANK YOU

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