

## MeDirect launches MeManaged, a new digital discretionary investment solution in Belgium

**Brussels, February 14, 2023 – As of today, MeDirect Bank is launching MeManaged. MeManaged is a digital discretionary investment solution where the portfolios are built with BlackRock products which consist of iShares ETFs and index funds. The launch of MeManaged marks another milestone in future-proofing the bank's goal to democratise wealth creation solutions. Indeed, MeManaged appeals to a wider audience than clients from traditional private banks. By launching MeManaged, MeDirect continues to empower clients by helping them organise and manage their investments.**

### MeDirect: the bank with innovative wealth tech solutions

MeDirect has been taking strategic steps to transform into a Wealth Tech business. This transformation fits the vision to evolve into a bank that offers wealth management solutions to a broader public. This vision comes with a specific goal: make investing easier and more accessible.

*"We strive to empower our clients to navigate the world of investments with confidence by giving them the tools to manage their money their way. We are pleased to offer our clients innovative solutions, underpinned by an industry leader such as BlackRock. By collaborating with MeDirect, our clients can better manage financial risks and opportunities"* says **Tim Rooney, Chief Executive officer at MeDirect Bank, Belgium.**

MeDirect will manage client investment portfolios by leveraging iShares ETFs and index funds by BlackRock as efficient building blocks. MeDirect's clients will thus benefit from a globally diversified and cost-efficient investment solution.

### Wealth management as of 5 000 euros

MeDirect offers one of the lowest investments thresholds on the market. Clients can already start investing in MeManaged with € 5 000, making the solution significantly more accessible compared to other traditional solutions on the market.

### There is more to come

Beyond today's launch of MeManaged, MeDirect will continue to innovate and bring new digital solutions to market to enable clients to have their wealth creation and investments entrusted to a bank.



### About MeDirect

MeDirect Bank NV is a Belgian bank that offers savings and investment products with the aim of offering everyone the opportunity to make the most of their money. Savings at MeDirect are covered by the Belgian Protection Fund, which covers deposits up to € 100 000 per person and per bank. For the protection of financial instruments, the maximum compensation from the Protection Fund is € 20 000 per holder. Since the launch of the bank, more than 75 000 customers have already entrusted a total of more than € 3 billion in savings and investments to MeDirect.

[www.medirect.be](http://www.medirect.be)

### About BlackRock

BlackRock's purpose is to help more and more people experience financial well-being. As a fiduciary to investors and a leading provider of financial technology, we help millions of people build savings that serve them throughout their lives by making investing easier and more affordable. For additional information on BlackRock, please visit [www.blackrock.com/corporate](http://www.blackrock.com/corporate).

### About iShares

iShares unlocks opportunity across markets to meet the evolving needs of investors. With more than twenty years of experience, a global line-up of 1300+ exchange traded funds (ETFs) and \$2.91 trillion in assets under management as of December 31, 2022, iShares continues to drive progress for the financial industry. iShares funds are powered by the expert portfolio and risk management of BlackRock.