



Bitwala strengthens management to meet customer rush

- *With 140,000 customers (+100,000 since the beginning of the year) Bitwala from Berlin is the second largest Challenger Banking Service in Germany*
- *Mobile Product expert Kristina Walcker-Mayer starts as Chief Product Officer*
- *Banking and risk expert Torsten Lüttich advises on the expansion of banking products*

BERLIN (10th September 2020) -- Berlin's leading banking service Bitwala, which has added 100,000 customers in 32 European countries since the beginning of the year, is strengthening its management team significantly. Bitwala, available to all European Economic Area residents, accelerates its development, in order to create further financial services around the cryptocurrencies Bitcoin (BTC) and Ether (ETH). In addition, Bitwala continues to focus strongly on mobile users and the introduction of Decentralized Finance (DeFi) products based on Blockchain technology.

Millions of mobile users know her work

Mobile product expert Kristina Walcker-Mayer, who most recently shaped the customer-facing app experience at N26 and Zalando for millions of mobile users, joined Bitwala as Chief Product Officer on September 1, 2020. She brings over 10 years of experience as a product and digital strategist to the job, including 6 years as Product Lead at German unicorn growth companies. She studied in Berlin, Potsdam and Bordeaux.

"With Kristina, we are winning a very experienced expert for mobile user behavior, who enriches our team with her expertise in building digital products for big mainstream audiences. As one of the few, the Bitwala app brings cryptocurrencies securely and intuitively to mobile devices. Our customers predominantly use this channel," says Ben Jones, co-founder and Chief Executive Officer of Bitwala, welcoming Walcker-Mayer.

New Risk Expert: Always Err on the Safe Side

With Torsten Lüttich, Bitwala has also gained a decision-maker experienced in banking and risk management who will advise Bitwala as Chief Adviser Banking & Risk on regulatory, risk



management, compliance and AML issues. Torsten was active for about ten years as a board member for KT Bank and Wüstenrot Bank and will ensure Bitwala's strategic development in the context of new product innovations. These include Decentralized Finance (also known as 'DeFi') products that complement the **Bitcoin Interest Account (BIA)**, which was launched this year, and are designed to provide new financial opportunities to consumers.

"Torsten joins us from our personal network and will enrich us as a consultant with his enthusiasm for new banking models and his strong regulatory overview," said Christoph Iwaniez, Chief Financial Officer of Bitwala, welcoming Lüttich.

About Bitwala

Bitwala offers the world's first banking experience combining a German bank account with access to cryptocurrencies, digital assets and blockchain-based finance. Based in Berlin, Germany's second-largest challenger banking service, now serves over 140.000 customers across 32 European countries. With Bitwala, customers can invest in cryptocurrency directly from a bank account and earn up to 4% annual return on Bitcoin. Bitwala empowers customers to benefit from new financial technology by being the bridge between the old and new financial system.

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