

NATWEST INVESTS IN THE **FUTURE GENERATION** WITH FIVE-STAR APP

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BANKING EXPERTISE →

- NatWest wanted to acquire UK-based Rooster Money, a fast-growing fintech specialising in savings for children, to further their strategy of engaging customers from an early age and helping the younger generation to become more financially savvy. Rooster's prepaid debit card and pocket money app, with a five-star rating from its users, would be integrated into NatWest's youth product offering.
- We drew on previous experience, both to integrate their fintech solution within NatWest's regulated business environment and to corral a disparate group of shareholders and deliver the deal swiftly.
- The result, NatWest is able to offer their 19 million customers access to an award-winning banking app, strengthening their focus on the parent and child sector of the retail market.



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