

## Allfunds Drives AI Innovation and Infrastructure Optimization with Google Cloud

**Madrid / London, 23 April 2024** – Allfunds, one of the leading B2B WealthTech platforms for the fund industry, today announced a partnership with Google Cloud to enhance its capabilities through cloud computing, advanced data and analytics and artificial intelligence.

The partnership aims to deliver transformational solutions for Allfunds' extensive network of Distributors and Fund Houses, providing enhanced capabilities, strengthened security and cutting-edge tools to address the complex challenges of fund distribution and it will focus on two key areas:

- **Drive data and AI innovation** that will allow Allfunds to create new financial information products, fostering new growth opportunities.
- **Develop a secure, scalable, sustainable technological architecture** to aid Allfunds' operational growth and migration to cloud services.

The partnership will enhance all end clients' access to advanced data analytics tools, and in addition, complement Allfunds Data and Analytics present offering, providing a more robust technological architecture. Fund houses will have the ability to gain deeper insights into investor behavior, market trends, and risk profiles, enabling more informed decision-making for product development, portfolio optimization, and distribution strategies. Simultaneously, distributors will benefit from faster access to critical data, streamlined operations, and greater scalability, made possible by the infrastructure and technological architecture optimization powered by Google Cloud.

**Juan Alcaraz, CEO and Founder of Allfunds** stated, *"At Allfunds we always strive to be at the forefront of innovation, whether by developing solutions in-house with our own talented team or by partnering with leading experts in their field, such as in this strategic partnership with Google Cloud. True to our WealthTech DNA, we remain committed to delivering the best tools and technology for our clients and continuing to support them on their journey of growth and success."*

**Tara Brady, President, Google Cloud for Europe, Middle East and Africa** added *"There is a significant opportunity to transform the financial services industry with cloud and AI technologies. Our partnership with Allfunds will help power its innovation journey with Google Cloud's AI technologies and our secure and scalable*

*infrastructure. Our collaborative efforts will empower Allfunds' clients with the tools and insights they need to make better-informed decisions and drive growth."*

ENDS

**Notes to Editors**

**Media**

Katherine Sloan, Head of Marketing and Communications  
+34 91 274 64 00  
katherine.sloan@allfunds.com

**Investors**

Allfunds Group Investor Relations  
+34 91 274 64 00  
investors@allfunds.com

**Allfunds. Transforming the WealthTech industry**

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Allfunds (AMS:ALLFG) is one of the leading B2B WealthTech platforms for the funds industry, offering fully integrated solutions for both Fund Houses and Distributors. Allfunds has built and continues to evolve an ecosystem that covers the entire fund distribution value chain and investment cycle, with solutions including dealing and execution, data and analytics tools, RegTech, ESG screening, and portfolio monitoring.

Allfunds spans the globe with 17 offices covering all major financial markets, with assets under administration of €1.4 trillion, representing more than 3,100 fund groups and working with over 890 distributors in 63 countries.

\*Bogotá | Dubai | Hong Kong | London | Luxembourg | Madrid | Miami | Milan | Paris | Santiago | São Paulo | Shanghai | Singapore | Stockholm | Valencia | Warsaw | Zurich

For more information, please visit [www.allfunds.com](http://www.allfunds.com)

All figures as of 31.12.23