



Media information

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Yuh achieves profitability in record time

Less than four years after its launch, Yuh has reached an important milestone: the Swiss finance app is profitable. With now over 300'000 users and customer assets of 3 billion CHF, Yuh is the number 1 Swiss financial app and continues to grow with a first reported profit of 1'700'000 CHF (as of the end of December 2024). The momentum is impressively evident in the comparison to the previous year: in 2024, the number of accounts rose by 48%, and customer assets doubled.

Markus Schwab, CEO of Yuh: "We originally planned to break even by 2025 – a sign that a well-thought-out strategy, decisive action and an unwavering focus on our customers can achieve great things. However, this success is not an excuse to rest on our laurels, but rather an incentive to continue growing, challenge traditional banking and inspire even more people with constant innovation."

Beat Röthlisberger, CEO of PostFinance, adds: "At PostFinance, we are extremely proud to be part of Yuh's success story. Becoming the most popular finance app in Switzerland in record time is a great achievement. We look forward to seeing what Yuh will achieve next."

"Yuh's success shows that we are ideally positioned to continue to grow and drive innovation", emphasises **Marc Bürki, CEO of Swissquote.** "Our focus is on sustainable growth and continuous development. With a clear strategy and the right drive, we will continue to set new standards in the financial world in the future."

Swissquote – The Swiss Leader in Online Banking

Swissquote is Switzerland's market leader in online banking. Over three million financial products can be traded on its innovative platforms. Swissquote's core competencies include global stock market trading, the trading and custody of crypto assets, forex trading as well as savings and investment solutions. In addition, Swissquote is active in the payment card and mortgage markets. In addition to its headquarters in Gland, Switzerland, Swissquote has offices in Zurich, Luxembourg, London, Malta, Bucharest, Cyprus, Dubai, Cape Town, Singapore and Hong Kong. Swissquote holds banking licences both in Switzerland (FINMA) and Luxembourg (CSSF). Its parent company, Swissquote Group Holding Ltd, is listed on the SIX Swiss Exchange (symbol: SQN). The Swissquote Group and PostFinance each own 50% of the finance app Yuh.

For further information

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