

Application: 4376

Apex Fintech Solutions Inc.

**Page: General Information**

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

**Name of Organization/Company**

Apex Fintech Solutions Inc.

**Additional Contacts**

I do not wish to list additional contacts

**Page: Entry Information**

**Entry Title**

Apex Fintech Solutions Inc.

**Category**

M01. Company of the Year - Financial Technology

**Company of the Year Submission Format**

Written Answers

**a. Briefly describe the nominated company's history and past performance (up to 200 words). Required**

Apex Fintech Solutions Inc. ("Apex") is the powerhouse that works in the background to help run multiple major fintechs. Apex has been a trailblazer in the fintech space since its start in 2012. Its purpose is to enable frictionless investing for everyone. Apex aims to achieve this by empowering advisors and fintechs with the trusted technology they need to help make investing simpler and more accessible for all. Apex was one of the first companies to digitize the activities associated with securities clearing and custody to give financial service providers better tools to deliver a more seamless investor experience. The Apex platform powers real-time and streamlined account opening and a cash management process for end investors with the capability to open, fund, and trade most accounts in minutes rather than days. Prior to Apex, the embedded costs of the industry made it more difficult for people to easily or affordably invest if they could not meet the minimum account sizes. Today, Apex clients benefit from scale and efficiency such that small accounts can be served profitably – a huge accomplishment compared to historic standards.

**b. Outline the nominated company's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required**

In March 2024, Apex announced groundbreaking new patent approvals that fortify its stock rewards API. These patent approvals recognize the unique technology, workflows, and expertise powering Apex's stock rewards API.

In January 2024, Apex released Apex Astra, a modern, operationally efficient UI that puts power back into the hands of advisors. Made possible with Apex's flexible APIs and institutional-grade advisor platform, Apex Astra enables advisors to take control of their innovation and client onboarding, data, and service.

In October 2023, Apex announced the launch of the first fractional fixed-income investing platform. The platform enables fintechs to extend an easier, lower-cost, fractional fixed-income investing experience for their clients.

In August 2023, Apex announced a new integration with AdvisorArch. The collaboration will provide advisory firms and fintechs alike with a premier solution to modernize and automate the investment process. It has since announced its acquisition of AdvisorArch In March 2024.

In June 2023, Apex announced the public launch of its 24-hour trading capabilities, five days a week. Apex clients are able to place trades from 8:00pm EST Sunday through 8:00pm EST Friday during non-holiday weeks.

**c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other companies in the firm's industry and/or to the company's own past performance (up to 250 words). Required**

Apex has a culture of being at the forefront of new technologies. It has a long history of facilitating innovation across the fintech landscape. Apex was among the first custodians to support robo investing (2012), commission-free investing (2013), automated digital account opening (2014), fractional share trading capabilities (2018) and turnkey brokerage solutions (2020).

Today, millions of retail investor accounts run through Apex. For many new fintech companies trying to offer retail investing (equities and fixed income) - they turn to Apex to get them set up and running as it's more difficult to do that on their own because of the cost of capital/regulatory challenges to clear and custody investor assets. Apex continues to be an innovative leader in this space, bringing first-to-market offerings that help transform the entire industry, such as the industry's first fractional fixed income trading platform and its newly patented stock rewards API.

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

**Webpage Link**

<https://apexfintechsolutions.com/> (<https://apexfintechsolutions.com/>)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 2**

<https://apexfintechsolutions.com/news-resources/press-releases/apex-advisor-solutions-unveils-apex-astra/>  
(<https://apexfintechsolutions.com/news-resources/press-releases/apex-advisor-solutions-unveils-apex-astra/>)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 3**

<https://apexfintechsolutions.com/news-resources/press-releases/introducing-24-5-trading/>  
(<https://apexfintechsolutions.com/news-resources/press-releases/introducing-24-5-trading/>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 4**

<https://www.wealthmanagement.com/technology/apex-continues-make-moves-compete-big-three-custodians>  
(<https://www.wealthmanagement.com/technology/apex-continues-make-moves-compete-big-three-custodians>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 5**

<https://go.apexfintechsolutions.com/apex-fixed-income-with-moment> (<https://go.apexfintechsolutions.com/apex-fixed-income-with-moment>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 6**

<https://apexfintechsolutions.com/industries/fintech/embedded-finance/>  
(<https://apexfintechsolutions.com/industries/fintech/embedded-finance/>)

**Would you like to add an additional webpage link?**

No

**Supporting Document**

No File Uploaded

**Would you like to add an additional supporting document?**

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(<https://www.asia.stevieawards.com/rules-and-terms-conditions-competition>).

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I Agree