

Empowering the next generation of savers

Helping NatWest integrate Rooster Money's five-star fintech solution into their youth offering

NatWest's acquisition of Rooster Money supported their strategy to engage customers from an early age and promote financial literacy. Leveraging our experience, we integrated Rooster's prepaid debit card and pocket money app into NatWest's regulated business environment and managed a diverse group of shareholders to complete the deal efficiently. As a result, NatWest can now offer their 19 million customers access to a five-star-rated app, enhancing their youth-focused product offering.



INTRODUCTION

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.

WHAT HAPPENED

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 OUTCOME

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.

19 MILLION CUSTOMERS

NOW HAVE ACCESS TO THE AWARD-WINNING BANKING APP

5-STAR RATED APP

INTEGRATED INTO NATWEST'S YOUTH PRODUCT OFFERING

