

eToro launches portfolio offering exposure to companies leading the fintech revolution

[eToro](#), the trading and investing platform, announced the launch of Fin-Tech, a portfolio offering retail investors long-term exposure to companies leading the fintech revolution.

Set to reach a market cap of \$1.5 trillion by 2030¹, the fintech industry has taken the traditional finance industry by storm. It refers to the use of innovative technology to enhance and automate the delivery and utilisation of financial services by providing new ways to carry out activities such as money transfers, mobile check deposits, peer-to-peer lending, digital insurance, and trading and investing. It addresses the needs of the unbanked or underbanked population often overlooked by traditional banks providing them access to products and services previously unavailable to them.

“Arguably one of the most disruptive trends of the 21st century, the fintech industry provides an interesting diversification opportunity for investors as it combines the strength of the ever-growing tech industry with the stability of more traditional financial institutions,” explained Dani Brinker, Head of Investment Portfolios at eToro.

“This new portfolio offers users a carefully selected mix of top-performing companies from a variety of verticals within the fintech ecosystem, including paytech, insurtech, digital banking and trading. As a fintech company, we are excited to give our users the opportunity to invest in companies advancing the mission of opening global financial markets.”

To create the portfolio, eToro's team of investment experts handpicked the 40 fintech companies leading the fintech revolution taking into consideration several factors, including market capitalization, liquidity parameters, and analyst ratings. The initial allocation includes Block, Lemonade, Adyen, and Xero, as well as new players such as Stone, Nexi and SoFi (full list [here](#)), and it will be rebalanced on an annual basis.

Fin-Tech is a new addition to eToro's existing offering of traditional finance portfolios such as [InsuranceWorld](#), [Private Equity](#), [The Big Banks](#), [Real Estate Trusts](#). eToro's Smart Portfolios offer investors exposure to various market themes. Bundling together several assets under a defined methodology, and employing a passive investment approach, eToro's Smart Portfolios are long-term investment solutions that offer diversified exposure with no management fees.

Initial investment starts from USD\$500 and investors can access tools and charts to track the portfolio's performance, while eToro's social feed will keep them up-to-date on developments in the sector. For now, this portfolio is not available to US users.

¹ [Boston Consulting Group](#)

****ENDS******Notes to editors:**

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About eToro

eToro is a trading and investment platform that empowers people to grow their knowledge and wealth as part of a global community of investors. eToro was founded in 2007 with the vision of opening up the global markets so that everyone can trade and invest in a simple and transparent way. Today, eToro is a global community of more than 32 million registered users who share their investment strategies; and anyone can follow the approaches of those who have been the most successful. Due to the simplicity of the platform users can easily buy, hold and sell assets, monitor their portfolio in real time, and transact whenever they want.

Disclaimers:

Copy Trading does not amount to investment advice. eToro is a multi-asset investment platform. The value of your investments may go up or down. Your capital is at risk.

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