

INITIATIVE	Akbank Mobile Wealth Experience
AWARD	Celent Model Wealth Manager 2026 for Holistic Wealth Management and Financial Wellbeing
EXECUTIVE SUMMARY	<p>Akbank Mobile Wealth offers a wide range of solutions including global stocks, mutual funds, ETFs, pension plans, foreign currencies, bonds, digital portfolio management, and so much more.</p> <p>Akbank’s perspective is to give users an intuitive experience allowing user-friendly investment choices and operations.</p>
TIMELINE	<ul style="list-style-type: none"> • Late 2024 for Digital Portfolio Management, • March 2025 for AI stock insights, and • December 2025 for live markets.
KEY BENEFITS	<ul style="list-style-type: none"> • Cost reduction from the automatization of portfolio management services. • Faster turnaround and responsiveness. • Increase in revenue, client numbers, and customer satisfaction scores.
KEY VENDORS	<p>Reflexivity AI ForInvest Infina</p>
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