Press Release

Crescenta Appoints Borja Alonso del Cid to the Team of Its Crescenta Alpha Division

- This appointment forms part of Crescenta's strategy to strengthen its professional investment solution for Family Offices and HNWI, Crescenta Alpha
- His addition also responds to growing demand from high-net-worth individuals to invest in Crescenta's funds
- Alonso del Cid brings extensive experience in the sector, having worked at Banca March, Credit Suisse, and Bankinter

Madrid, November xx, 2024. Crescenta, Spain's first digital asset manager for private equity fund investments, has appointed Borja Alonso del Cid to its Investor Relations team as a specialist in high-net-worth individuals and Family Offices (FO).

Alonso brings extensive experience in the sector. He joins the company from Banca March, where over the past seven years he held roles related to private banking management and team leadership. Previously, he served as Vice President of Private Banking at Credit Suisse for three years and as Director of Wealth Management at Bankinter, a position he held for twelve years.

This appointment responds to the strong demand Crescenta's funds have experienced from clients with higher levels of wealth. In addition, the new hire aligns with Crescenta's strategy to strengthen its professionalized investment solution for Family Offices and High Net Worth Individuals (HNWI), Crescenta Alpha.

"Crescenta was created to bring the best Private Equity funds to retail investors under unique conditions. It was a pleasure to see that existing private equity investors, Family Offices, and high-net-worth individuals also recognized the digital nature, conditions, and products of Crescenta as a differentiating advantage. This has encouraged more and more investors of this profile to include our funds in their portfolios, and now, with Borja's appointment, we are able to provide them with a personalized service," notes Ramiro Iglesias, CEO of Crescenta.

This service includes the structuring of venture capital companies (SCRs) and the tailored design of private equity investment programs. In addition, it digitizes clients' portfolios through a proprietary consolidation software unique in the market, making the alternative investment experience more comparable to that of liquid investment funds, ETFs, and other traditional assets.

In the words of Borja Alonso del Cid: "Crescenta Alpha provides a differentiated service that addresses many of the challenges high-net-worth individuals face when building a private equity portfolio. In just a few days, I have already been able to see the strong demand for this service, and I am pleased to contribute to meeting it through personalized attention."

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About Crescenta

Crescenta is a Collective Investment Institution Management Company (SGIIC) supervised by the CNMV. The company, founded by Eduardo Navarro and Ramiro Iglesias, offers professional and retail investors digital access to the best national and international private equity, venture capital, infrastructure, private debt, and impact investment funds. In addition, it provides its clients with extensive educational information on investing in this segment, an advisory tool, and the option to integrate their bank accounts for a more agile and secure subscription process.

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