

The NAGA Group Accelerates Platform Expansion and Strengthens User Engagement in Q1 2025

- Launch of NAGA Earn with daily interest on idle EUR balances
- Roll-out of redesigned web and mobile interfaces
- Expansion investment offering to over 3,000 real stocks and ETFs
- Addition of direct market access to regional exchanges in MENA and Eastern Europe
- Integration of institutional-grade analytics via TipRanks

Hamburg, 14 May 2025 – The NAGA Group AG (XETRA: N4G, ISIN: DE000A161NR7), the provider of the all-in-one financial SuperApp, NAGA has rolled out a series of key platform enhancements and marketing initiatives designed to increase user loyalty, tap into new sources of revenue and continue to drive international growth. These initiatives have contributed to an increase in new account openings and platform activity, as well as improvement in conversion ratios and Return on Investments (ROI), positioning NAGA to maintain growth momentum into 2025.

Launch of NAGA Earn

As part of its ongoing platform development, NAGA launched **NAGA Earn**, a feature allowing clients with EUR-denominated accounts to receive daily interest on uninvested funds. Interest accrues on a daily basis and is credited on trading days. Funds are managed through Qualifying Money Market Funds (QMMF) to ensure regulatory compliance. Clients can activate or deactivate the feature at any time via their dashboard, and track returns in real time.

Updated Platform Interface (Web and Mobile)

In addition, the platform's **user interface** has been comprehensively redesigned across both web and mobile applications. Improvements include a streamlined navigation structure, a redesigned header for faster access to key features such as social profiles and messaging, and an updated list view to simplify browsing. These changes form the basis for further product upgrades planned in the coming quarters.

Expanded Invest Product Suite

NAGA has also **expanded its investment offering**, now providing access to over 3,000 real shares and ETFs across 15 global exchanges. This includes the recent addition of more than 50 ETFs listed in the U.S. and EU markets, as well as direct market access to regional exchanges



such as the Dubai Financial Market, Abu Dhabi Exchange, Tadawul Exchange (Saudi Arabia), and the Bucharest Stock Exchange.

Introduction of NAGA Insights Powered by TipRanks

To strengthen its data offering, NAGA has integrated **TipRanks** analytics into the platform. This gives users free access to institutional-grade research tools and market insights, available across all account types.

Marketing Initiatives Support Growth Trajectory

Supporting these product upgrades are a series of **targeted marketing campaigns** launched in Q1. These include the ongoing zero commission investing program, referral and free-share incentives aimed at organic user growth, and a branded advertising campaign in partnership with Borussia Dortmund across the DACH region. These initiatives have led to increased account openings, higher platform engagement, and improved conversion rates.

Octavian Patrascu, CEO of The NAGA Group AG, stated: “NAGA’s recent product developments and strategic campaigns are tightly aligned with our long-term vision. By enhancing platform utility and expanding user benefits, we’re not only improving the client experience but also building the foundations for sustainable growth. These updates support our commitment to delivering scalable results, operational excellence, and ongoing value creation for our stakeholders.”

About NAGA

NAGA is a leading German Fintech Company offering a SuperApp with the aim to merge social trading, investing in stocks, crypto, and neo banking into one unified platform, powered by its proprietary advanced technology. Operating in over 100 countries with 9 local offices, NAGA offers a diverse range of services for both fiat and cryptocurrencies. The platform features a physical VISA card with fiat and automatic crypto conversion plus cashback, dynamic social feeds, and advanced autocopy functions, enabling users to replicate the strategies of successful traders. Designed for a global community, NAGA provides an inclusive and efficient financial ecosystem for personal finance and trading.

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