

Broadridge Partners with Uptiq to Modernize Wealth Management with AI-Powered Wealth Lending Solutions

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NEW YORK, Aug. 6, 2025 /PRNewswire/ -- **Broadridge Financial Solutions, Inc.** (NYSE: BR), a global Fintech leader, today announced a new strategic partnership and minority investment in Uptiq, an AI platform for financial services. Integrating Uptiq's technology into Broadridge's Wealth Lending Network (WLN) provides financial advisors and banks access to turnkey, agentic AI applications that automate securities-based lending (SBL) workflows, deliver detailed insights, and enhance outcomes for clients.

"This strategic partnership helps modernize wealth management, addressing the growing demand for artificial intelligence in financial services, as well as a need to develop a better wealth lending process that is efficient, compliant and personalized," said Mike Alexander, President of Wealth Management at Broadridge. "With Uptiq's AI-powered tools and Broadridge's Wealth Lending Network, we are enabling advisors to deliver smarter lending recommendations, save time, and ultimately help their clients access the liquidity needed to achieve their financial goals. Our investment demonstrates our commitment to driving innovation in the wealth lending ecosystem."

The Broadridge Wealth Lending Network is a digital platform that connects wealth managers, financial advisors, and their clients with a network of lenders that extend securities-based lines of credit. It streamlines the process of accessing SBL solutions, particularly for financial advisors and wealth management firms that are not affiliated with banks. Through the integration with Uptiq, financial advisors can more easily source and compare loan options tailored to their clients' needs, while automating manual tasks such as referral submission, loan processing, and covenant tracking. The combined solution expands financial advisors' access to credit solutions for their clients, improves client service, strengthens compliance, and reduces the typical friction and complexity in providing lending solutions to wealth clients.

"Uptiq was purpose-built to remove the heavy lifting from lending," said Snehal Fulzele, Founder and CEO of Uptiq. "Our AI-driven platform surfaces the most relevant loan options, actively guiding advisors so they can focus on serving clients instead of wrestling with process complexities. By connecting directly with Broadridge's Wealth Lending Network banks, we're making it easier than ever to provide securities-based lending as a compelling and compliant liquidity solution."

Broadridge's investment supports Uptiq's growth and reinforces a shared vision for transforming wealth lending. By harnessing AI to simplify complex lending processes and deliver smarter, more scalable solutions, Broadridge and Uptiq are helping financial institutions adapt, grow, and drive better outcomes across the financial ecosystem.

About Broadridge

Broadridge Financial Solutions (NYSE: BR) is a global technology leader with trusted expertise and transformative technology to help the financial services industry operate, innovate, and grow. We power investing, governance, and communications for our clients – driving operational resiliency, elevating business performance, and transforming investor experiences.

Our technology and operations platforms process and generate over 7 billion communications per year and underpin the daily average trading of more than \$15 trillion of equities and fixed income trades. A certified Great Place to Work®, Broadridge is part of the S&P 500® Index, employing over 15,000 full-time associates in 21 countries.

For more information about us, please visit www.broadridge.com

About Uptiq

Uptiq is a Gen AI agent development platform for financial services. At UPTIQ, we believe that the financial industry can and should do better. That's why we've made it our mission to empower financial advisors with cutting-edge technology and innovative solutions that enable them to better serve their clients and drive long-term success. Our core values are at the heart of everything we do, guiding our approach to innovation, client success, and the pursuit of excellence.

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