



# PostFinance launches educational game for employees, issued by Sygnum

Zurich, 2 August, 2023 – PostFinance, one of Switzerland’s leading financial institutions and largest retail banks, leverages its existing partnership with Sygnum, the world’s first digital asset bank, to reward their employees with a free NFT issued by Sygnum as part of their educational game for employees.

- Follows the announcement that [PostFinance is partnering with Sygnum](#) to offer a range of regulated digital asset banking services via Sygnum’s B2B banking platform
- Utilises Sygnum’s white-labelled NFT platform that offers cost-efficient issuance of customised NFTs with innovative use cases including digital collectibles, rewards and loyalty programs for clients

This innovative project follows the April 2023 announcement of PostFinance’s partnership with Sygnum to launch regulated, bank-grade digital asset products and services, enabling their customers to buy, store and sell leading cryptocurrencies such as Bitcoin and Ethereum. [Sygnum’s B2B offering](#) empowers partner banks and VASPs with a fast, cost-efficient market entry with innovative, regulated and compliant crypto products.

**Fritz Jost, Chief B2B Officer, Sygnum Bank**, says “The PostFinance NFT showcases the breadth of Sygnum’s innovative crypto services – and perfectly complements the end-to-end digital asset service offering that will empower their clients with trusted access to regulated digital asset services.”

NFTs are issued using Sygnum’s white-labelled [institutional-grade NFT platform](#), which includes a fully compliant NFT launchpad and concept advisory services. Sygnum’s white-labelled NFT platform provides an ideal first step for partner banks and VASPs to become early adopters of blockchain technology, position themselves as digital innovators and build competitive advantage in a rapidly evolving and competitive digital landscape.

Sygnum’s white-labelled NFT platform targets professional NFT creators and the ever-growing Web3 community, and paves the way for corporates, associations, brands and artists to enter the NFT space with complete peace of mind. For NFTs owned by its banking clients, Sygnum seamlessly and securely embeds their custody in its bank-grade custody offering and all-in-one account solution.

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### **About Sygnum**

Sygnum is the world's first digital asset bank, founded on Swiss and Singapore heritage. We empower professional and institutional investors, banks, corporates and DLT foundations to invest in the digital asset economy with complete trust. Our team enables this via personal, expert service and secure, convenient access to our integrated portfolio of crypto banking, asset management, tokenisation and B2B banking services.

Sygnum is a licenced Swiss bank and is also regulated in the established global financial hubs of Singapore, Abu Dhabi and Luxembourg. We believe that the future has heritage. Our diverse crypto-native team of banking, investment and digital asset technology professionals are building a trusted, regulated bridge between the traditional and digital asset economies that we call Future Finance. To learn more about how Sygnum is shaping this trusted digital asset ecosystem, please visit [sygnum.com](https://sygnum.com).

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