



For Immediate Release

Silver Lane Advises FinTech Platform, Advizr, on Strategic Investment Led by Franklin Templeton

New York, NY, June 26, 2017 — Silver Lane Advisors LLC (“Silver Lane”) is pleased to have served as financial advisor to fintech platform, Advizr, Inc. (“Advizr”), in its Series A funding announced on June 22. Led by Franklin Templeton (NYSE: BEN), the investment group also included SEI Investments (Nasdaq: SEIC) and venture capital firms, IA Capital and Fenway Summer.

Based in New York, Advizr is an innovative provider of digital financial planning tools for the advisor community. “We are empowering financial advisors with an intuitive, digitized financial planning platform that allows them to scale out the delivery of high quality advice to more clients,” said Hussain Zaidi, CEO of Advizr. “We are excited to welcome this investment from top industry names to continue to fuel our growth. This fresh capital will allow us to accelerate the build-out of even more sophisticated functionality.”

Elizabeth Nesvold, Managing Partner of Silver Lane, noted, “We increasingly see interest in partnership investing from large institutions such as Franklin Templeton and SEI in the fintech industry.” Erika Cramer, Managing Director and Partner of Silver Lane, added, “Strategic investments are one of a handful of M&A alternatives available to such institutions for accessing innovative technology and talent.” For the full press release, [please click here](#).

For additional news about Silver Lane, [please click here](#).

About Silver Lane Advisors

Silver Lane is a premier investment bank that specializes in the financial services industry. From offices in New York, Chicago and San Francisco, the firm advises financial institutions undergoing transformational events, including M&A, capital raises, recapitalizations, re-equitizations and joint ventures. Clients include investment and wealth management firms, insurance companies, commercial and private banks, fintech platforms and securities firms, among others.

Silver Lane offers the sophistication of a bulge-bracket bank with the specialization of a boutique. The firm is consistently ranked #1 or #2 for the total number of M&A transactions in the asset and wealth management industries. Silver Lane’s senior bankers average more than 20 years of experience and collectively have completed over 280 investment banking engagements over the course of their careers. Please visit us at www.silverlane.com.

Media Contact

Peter Nesvold
212-883-9409
pnesvold@silverlane.com

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